

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LII.

NEW YORK, SEPTEMBER 6, 1905.

NO. 10.

THE ADVERTISING INVESTMENT OF

The Curtis Publishing Company

in the September, 1905, issue of

The Woman's Magazine
OF ST. LOUIS,

is the largest advertising *investment* ever made

**BY ANY ONE ADVERTISER
IN ANY ONE ISSUE
OF ANY ONE PUBLICATION**

in the United States—and this means in the world.

If you are a national advertiser you cannot afford to overlook **THE WOMAN'S MAGAZINE**, which has a larger *proven* circulation (and *every copy circulates*) than any other one publication of any kind or class even *claims*.

We will gladly send you specimen copy on request so that you may note the large line of high-class national advertising we carry. Please address,

A. P. Coakley, Adv. Mgr.,

THE WOMAN'S MAGAZINE

(Largest circulation in the world—and every copy circulates)

ST. LOUIS, MO.

NOTE.—The Curtis Publishing Co. advertising has appeared in **THE WOMAN'S MAGAZINE** for 33 consecutive months. The same record is true of many other national advertisers—and it must pay them—and they must know that it pays them—else they would not continue paying \$6.00 per agate line for our space. **THINK IT OVER.**

MEDICAL BRIEF ADVERTISERS

declare that its world-wide circulation—built on merit—makes it

**THE BEST BY ANY TEST
TO REACH FAMILY DOCTORS**

It is published for
the Proprietor, New York

Chicago Leather Goods Co.

PROPRIETORS
MARSHALL'S PATENT CERTIFIABLE SADDLE-BAGS
SAMPLE COPIES
ORDER & NEW PUBLISHED AND THE LATEST INFORMATION
100-102 WASHINGTON STREET
REGISTERED U.S. PAT. OFF.

It is published for
the Proprietor, New York

CHICAGO, Dec. 12th, 1904. —100—

S. J. Lawrence, Esq. A.M.M.D.
Editor.

Medical Brief,
New York.

Dear Sir:—
It gives us pleasure to inform you, that out of some
35 or 40 Medical Journal Publications, which we employ as adver-
tising medium, we believe the Medical Brief promotes more inquiry
by who become customers, than any Journal we employ. It is for
this reason that we have advertised our "Marshall's Patent Certi-
fiable Saddle-Bag" for more than twelve years in the
"Medical Brief" without missing a single issue.

Yours very truly,

CHICAGO LEATHER GOODS CO.

E. B. Marshall

THE MEDICAL BRIEF

is read monthly by more

**FAMILY DOCTORS
THE WORLD OVER**

than any other medical journal extant.

MEDICAL BRIEF ADVERTISERS

are the best witnesses of
this and tell their own story.

**"Verdict of Advertisers," Sample copy and
rates for the asking.**

OFFICES:

9th and Olive Streets, St. Louis, Mo. Astor Court Building, New York.
Auckland House, Basinghall Avenue, London, E. C., England.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LII.

NEW YORK, SEPTEMBER 6, 1905.

No. 10.

FORTY YEARS AN ADVERTISING AGENT.

By Mr. George P. Rowell.

THIRTY-SIXTH PAPER.

Mention has been made of an early ambition to get back to the soil. That longing never left me; and in the year 1880, at the age of forty-two, I bought a farm in the same White Mountain region of the Granite State, where my boyhood had been passed. For half a dozen years or thereabouts I was not seen at the office very much. New clerks failed to recognize me on the occasions of my rare appearances; and my partners commonly refrained from consulting me or telling me very much about what was going on. There were daily or weekly reports sent to me, but I had sense enough not to attempt to control a business that I did not give attention to. I diversified farming with a six months' tour of Europe, an expedition to the West Indies, Mexico and our Pacific States; devoted considerable time to trout and bass fishing—but never quite so much as was good for me—expended much energy and some money in improving the farm, concerning which I am able to say, that in spite of my early training, having been born and bred on a farm, I did not, during any single month of the more than twenty years that I experimented with Prospect Farm, succeed in getting enough income from it to pay the running expenses of that month. This seems more strange when it is stated that occasionally nearly the entire product for a year would be sold and turned into money at one time. Surely

one might think that the month of the greatest sale would now and then provide for at least its own share of the yearly outgo, but no such case ever did happen. I introduced thoroughbred cattle, and at the county fair, came so near carrying off all the premiums offered, that I aroused the energies of my brother farmers to such an extent that they elected me president of the Agricultural Society; and that seemed a death blow to its fortunes, for a year or two later the grounds were sold to an association of gentlemen, who had horse trots very much more on their minds than prize pumpkins or fat oxen.

I became a citizen of the town, voted there, and was even complimented by a nomination for Representative to the State Legislature. This was, on the whole, a rather sad experience. Old schoolmates crossed the street to avoid meeting me, fearing they would have to refuse a request to vote for me, and thereby become false to party affiliations. I had flattered myself that I was rather popular. The storekeeper where I traded was a schoolmate and friend; my farmer, who superintended my agricultural operations, seemed to think well of me; the gardener—of Irish origin—talked so pleasantly that I gave him a suit of clothes and a good overcoat; but not one of these favored me with a vote, although the gardener was loyal enough to leave town the day before election and thus avoided voting against me. On election morning I drove over the four miles of road that intervened between the farm and the town hall; was alone in the wagon, and overtook two neighbors—father and son—

born Democrats, dyed in the wool, the older a man of perhaps not less than seventy years. I stopped and asked them to ride. There was a moment's pause before the old man spoke; then he said with some hesitation, but not without dignity, "Mr. Rowell, we are going to vote for you to-day, and there are some who will not expect that, nor like it. I think we had better walk, for if we should be seen riding into town with you it will cause talk, and I think that would not be a good thing." If any other Democrat voted for me I never knew it. One neighbor, a Republican, wanted to vote for me, but thought he ought to get some consideration for it, but I could not see it that way. The fact is, as a politician, I was as green as grass and my conduct in that campaign showed it.

A merchant in the village, prosperous, public-spirited and popular, was the Democratic candidate who opposed me. We had been acquaintances and friends from our youth; but he intended to win if possible; partly because that was the thing to do, and more perhaps because at the preceding election he had seen himself defeated by a majority of one. It was reported that he contributed over \$3,000 for printed matter, and the legitimate purchase of votes in our innocent rural community, casting only about five hundred ballots. If this was so, I am certain he must have felt chagrined when the count at town meeting showed he had a majority so large that he could not have failed of election had he never turned a hand or expended a cent to influence the result.

I hunted up a lake that was a famous place for trout fishing, and got up a little club, in which some of my newspaper friends took an interest, and by buying the land all around the lake, and on both sides of the inlet coming from mountain springs and the outlet, falling over cascades that pickerel could not ascend; and ending in a river where pickerel swarmed; I supposed, in the light of the advice of leading lawyers of the State,

that our little association actually had secured a trout preserve and controlled the fishing and a right to be let alone. And may be we did, for the case is still in litigation in the United States Courts, after about twenty years of continual struggle, that have exhausted the resources of the State judiciary, led to the enactment of no less than eight separate statute laws by the Legislature—each one intended to deprive us of the rights we thought we had acquired. All of these, in one way and another, have caused our little association to pay out four times more money for lawyers' fees than we ever did for real estate, camp furniture and fishing tackle.

There not being work enough about the farm and garden to occupy my spare time, I felt impelled to acquire control of one of the village newspapers, and show the rural editors of the United States just how a village paper really ought to be conducted. A price was agreed upon, the money paid over, and I thought I was in full possession; but after taking over the office, the former owner surprised me by asserting that unpaid subscriptions, up to date of transfer, belonged to him. I referred him to my lawyer, who had conducted the transaction for me, and he, with commendable loyalty to his nearer neighbor, and doubtless in accordance with actual right—though it did not seem so to me—decided the case against me.

I reduced the subscription price to a dollar a year, payable always in advance, made myself disliked by the leading and richest people in the town, who were also my best friends, by stopping their papers when their subscriptions expired; adopted a flat rate for advertising, so low that a small advertisement, inserted once, hardly brought in money enough to pay for handling the type, and figured up such a considerable sum, on a yearly contract, that nobody failed to be amazed. The advertising agents, who had the prices quoted to them for inserting electrotypes by the year, seemed to have their

(Continued on page 6.)

The Ladies' Home Journal

\$16,000 in First-Class Business Declined

for lack of room in the October JOURNAL, with one hundred and thirty-seven columns inserted in an eighty-page magazine.

Circulation of The Ladies' Home Journal

October, 1904, - - -	1,088,160
*November, 1904, - - -	1,108,528
December, 1904, - - -	1,038,576
January, 1905, - - -	1,089,791
February, 1905, - - -	1,122,650
March, 1905, - - -	1,113,564
April, 1905, - - -	1,103,250
May, 1905, - - -	1,097,000
June, 1905, - - -	1,087,925
July, 1905, - - -	1,061,150
August, 1905, - - -	1,060,800
September, 1905, - - -	1,062,700

Average, 1,086,173

* News-stand price raised to 15c from 10c

The Magazine with a Million

breaths taken away, and told their customers that a crank had got possession of that office and it would be better to scratch the paper off the list. We bought new type, and introduced many improvements, that nobody seemed to notice particularly, although the *St. Johnsbury Caledonian*, printed thirty miles away, did assert, in a paragraph one day, that I was "trying to run a nonpareil paper in a long primer town."

I was too proud, and of too much importance to solicit local patronage. The storekeepers resented having their old time contracts superseded, or were glad to be free from importunities to renew them. They advertised but little. Occasionally I wrote a few lines, in my simple kindly manner, making reference to some village affair; possibly an individual; and was uniformly amazed to note that some people were thin-skinned, and not at all disposed to submit to criticism from such an outsider as I was. One paragraph, which asserted that some people thought rum was sold at one of the drug stores, gave no offense at all to the one I had in mind, but made a good deal of hard feeling on the part of the owner of the other store. If a boy stole money out of a till and left town he was pretty certain to have been born near the school-house that Nelson Chesman and I had attended in our youth; and his mother, perhaps, was that red-cheeked girl who wore her dark hair in such big braids. Anyhow it would not do to mention the affair in the paper, and it even seemed hardly safe to make a six line reference to a six column account that appeared next day in the *Boston Globe*, of which a good many copies came into the village.

One day the foreman directed my attention to a two column electrotype, about five inches long, that had been sent in, direct, from an insurance company, and asked how much he should bill them for it. "You know the rates," said I. "It measures ten inches of column space; that makes 120 lines nonpareil; at 2 cents a line the price will be \$2.40. What's the

matter?" "Nothing," he said, "only that electrotype comes every year, and we have always received \$12.50 for putting it in. They never ask the price." "Well, I can't help that," was my decision, "we charge two cents a line flat and, as we will take no less neither can we receive any more." The bill was paid without comment, but next year the order went to the other paper that had an old time publisher, who knew enough to make hay on the few sunshiny occasions that turn up in the office of a village newspaper. That's mixed metaphor, but no one can fail to get the idea.

While in control of that office I had an opportunity to note how lean, how destitute of possible profit, were most of the proposals that came to hand through the mail. If the price was liberal the sender was unknown; or if known, was poor pay. If not known he would not often turn out, on investigation, to be worth knowing. If the soundness of the sender was beyond peradventure the price offered would be cut to the quick, while the conditions of insertion would be exacting and onerous. Proposals to give fifty-two reading notices for subscription to an unknown magazine, or to insert three inches a year to pay for the *Scientific American* (that a mechanic in the town would take off our hands at half price) and all the thousand and one schemes and proposals that country papers had been writing me about and kicking about, charging them all to the evil influences of advertising agencies ever since I had elected myself to be an advertising agent a dozen or twenty years before. I had always talked to such publishers in a patronizing way, told them they held the remedy in their own hands, if they did not like a proposal they need not accept it, but that every proposal ought to have an answer, and so on and so on. All the experiences referred to and the alleged remedies for them, as well, are known to every one of the class of human beings which Horace Greeley, in a moment of petulance, once denomi-

(Continued on page 8.)

THE DEMAND FOR AN ADVERTISED ARTICLE BE- GINS IN THE HOME.

¶ No advertiser can gainsay that the influence of the home is an important factor to be reckoned with in placing a new article on the market. ¶ You must first have the endorsement of the housewife if you would obtain the best results from your advertising. It is therefore essential that you use superior, home, evening newspapers. No other media can accomplish such quick and direct results.

¶ In Minneapolis, Indianapolis, Baltimore, Washington and Montreal a persistent campaign in the following leading, home, evening newspapers will put you in touch with the buying classes.

¶ *Are these papers on your list for Fall advertising?*

The Minneapolis Journal.

The Indianapolis News.

The Baltimore News.

The Washington Star.

The Montreal Star.

Special Representatives:

DAN A. CARROLL,
Tribune Building,
NEW YORK.



W. Y. PERRY,
Tribune Building,
CHICAGO.

nated: "Those little creatures whom God for some inscrutable purpose has permitted to edit country newspapers." I was one of these now and could see for myself.

It would be all very well to conduct the business on iron-clad rules. Surely everybody ought to get the same treatment that was accorded to everybody else; but there was one difficulty to which I had not given sufficient thought. The country editor must live. The advertising agent and foreign advertiser may not admit this necessity; but if he does live, he must generally make his paper bring in the money he pays for food, fuel and shelter. The man who sold out to me did this, and lived very well. He had between nine and ten hundred subscribers and those that did not pay in advance paid a higher price later—sometimes. He took the \$12.50 from the insurance company and retained their respect. I cut the price to \$2.40 and made them think that a paper that valued its columns no higher than that could not be worth continuing on the list of papers to which their advertisements should be sent. Had the company sought a yearly contract and placed the order with an agent who knew his business, my predecessor would have received possibly as much as \$30 gross, \$22.50 net for fifty-two insertions, while the gross charge under my system would be \$124.80 and the agent would have to pay it or keep out. If the company took the agent's advice it would stay out—and it ought to.

As I have said, my predecessor made a living out of the paper. I did not. I had many compliments on the first rate character of the paper I produced; some of the village people asserted that they were proud of it; but never did I get so many as 900 subscribers on the list. I think 844 was high water mark. My predecessor had a little larger mail list than I ever secured. When I had conducted the paper three years I found the net deficit, the amount the outgo had exceeded the income, was a little more than \$6,000 or an av-

erage loss of a trifle over \$2,000 a year. So I sold the material at public auction, sent postage stamps to the subscribers to pay back the balance due on subscriptions and the paper was dead—for as much as a week. My predecessor took it up again, made a fair income from the start, sold it out to other parties, at a profit on its cost to him, and it has gone on ever since, fully a score of years, showing so much prosperity as to indicate that the management is in no need of points from me.

Some people would think I might have learned a practical lesson in publishing from the experience I have narrated, but in spite of it all, I not very long afterwards became responsible for a little weekly issued in New York City, by the Charity Organization Society. I was a member of the executive committee, wanted the paper run in a certain way, and agreed, if there was a deficit I would make it good. Well, *Charities* run me behind in twelve months as many dollars as the *Lancaster Gazette* did in three years, and I do not think my brother members of the executive committee understand to this day what it was that made me, so firm in my determination to have nothing more to do with the publication after my time of guarantee had expired. It is still published and, judging by the look of it, I should think it a self supporting enterprise. If it is so, it is equally certain that it was not I that made it so.

After both these unhappy experiences I conducted little *PRINTERS' INK* on pretty much the same plan and, since Editor Zingg has supplanted me in the control, I have still had influence enough to induce him to keep on with it, and in its case the plan works so well that there appears to be no present temptation to change it.

Probably not a very large number of people have ever devoted any particular thought to the subject, but the few who have, know that at no time, and under no circumstances, has a newspaper pub-

(Continued on page 10.)

How to Get More Business

This advertisement is for business men. Unless you are a business man, interested in getting more business, it will not be worth your while to read it. **But if you are a business man, read it—read it twice.**

We have developed some entirely new methods of getting business for our clients—the word “Advertising” does not cover the ground at all. Various people call our plans by various names—our unsuccessful imitators being particularly wide of the mark in calling us “mail series cranks.”

We are not mail series cranks—we are business-getting cranks.

Every plan we make, for each individual client, is a **special** plan created to **get business** in **that one special line** under the then existing conditions and circumstances.

We are able to make these plans and to make them successful to a remarkable degree;

1. Because this Company is an organization of specialists. (The average advertising agency is an organization of solicitors.)

2. Because this organization of specialists is headed by a man who is at once a successful manufacturer, a successful marketer of goods, and a successful advertising counselor.

We do not ask you to accept our statement for anything. We will refer you directly to our clients. If you want to know what they amount to, please think of this for a moment—their number is more than **twelve hundred**—their combined capital more than **three hundred millions** (\$300,000,000)—and their yearly accounts with us range from **\$52 to \$250,000.**

If your business will bear looking into, and you would like more of it, it is very likely that we can propose a plan that you will see the beauty of.

We would be glad to hear from you.

The Bates Advertising Co.,

CONVERSE D. MARSH,

Chairman of the Executive Committee.

182 WILLIAM ST., NEW YORK CITY.

We do not accept patent medicine advertising, nor any other kind that is objected to by high-class magazines.

lisher or editor been the leading man in the town where he lives. The person of greatest influence may be a shoemaker, a lumberman or a farmer but never a newspaper man. Whenever a man who thinks himself of some local consequence, or really is so, undertakes to conduct a paper he burns his fingers every time and loses both money and prestige. There is a way of accomplishing the desired result, however, that is much more successful, and easier as well as cheaper. It is managed by lending money to the man who ostensibly owns and runs the paper. This works much better when applied to a paper already having a foothold than it does in an effort to establish a new enterprise, for new papers fail, as a rule, and before they come to the last gasp are certain to use up a lot of money; while an established paper, even a pretty poor one, can go on year after year with a small deficiency, or none at all; and the man who owns a mortgage on it will always have a greater power to influence its policy than he would if he stood before the world as the actual owner.

It has been told that after having had notice to go forth from the Garden, our progenitor, Adam, was so convinced of the error of his ways that he decided, if he could be allowed to remain, he would turn over a new leaf. I fear, however, I am not of so yielding a disposition, and if I should live again and be a publisher, I should still strive to establish and maintain a flat rate for advertising. If I were a publisher of a paper in a small place I would surely devote myself—heart and soul—to encouraging and helping local interests, and, although I would answer applications from foreign advertisers, would be civil in wording my replies, and always tell the number of dollars and cents that the service would cost, I would still get my price to the last cent every time. Whatever favors I had to bestow should go to the people who did business nearest my own office—my home patrons.

DAY BY DAY

Year In and Year Out

Every day of the year a statement of the circulation of THE CHICAGO RECORD-HERALD for each day of the previous month is printed on the editorial page.

No other Chicago morning paper prints this constant record.

CIRCULATION FROM JANUARY 1
TO JUNE 30, 1905

Average per day, 148,529

Average Sunday, 202,738

—
**THE CHICAGO
RECORD-HERALD**

The Des Moines Capital

has published more advertising, local and foreign, during the first seven months of this year, in six issues a week, than any competitor in seven issues a week.

This is a remarkable showing and the CAPITAL is a remarkable newspaper.

An advertising manager, now in Des Moines, formerly of Kansas City, says that the CAPITAL gives better returns than the Kansas City Star.

No general advertiser should enter Des Moines without using the CAPITAL. The CAPITAL covers the field alone. The two largest stores in the city use it almost exclusively.

LAFAYETTE YOUNG, - - Publisher.

EASTERN OFFICES:

166 World Building, 87 Washington St.,
New York, N.Y. Chicago, Ill.

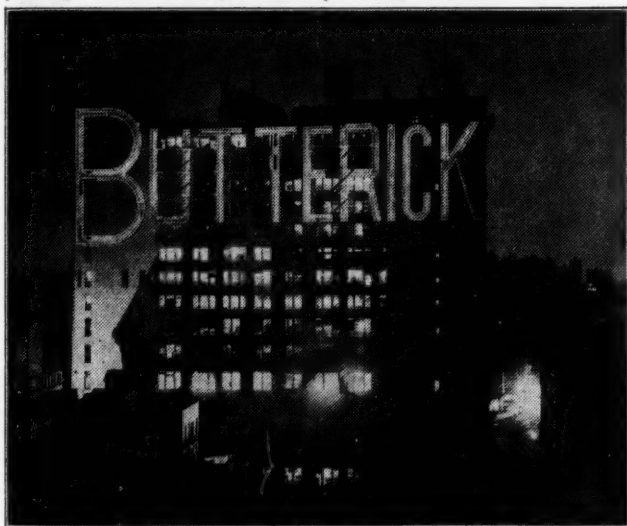
THE LARGEST ELECTRIC SIGN IN THE WORLD.

By Miss Carmelita Beckwith, Assistant Advertising Manager New York Edison Company, New York City.

The story of the huge illuminated sign on the west wall of the Butterick Publishing Company's building, in New York City, is interesting both from the electrical and advertising standpoints. The first idea for using this wall—which may easily be seen from the New Jersey shore—was that of painting it with a huge word,

pany to have their sign illuminated, for they did not believe it feasible. Mr. Arthur Williams, of our company, has solved many such problems, however, and referred the Butterick Publishing Company to the Electric Motor & Equipment Company, Newark, N. J., who are specialists in electric sign making. The following account in the *Electrical Review* of the experiments that were made before the sign was erected will give some idea of what the problem was:

"The first thought was of the possibility of illuminating the let-



Copyrighted 1905 by the Bulletin of the New York Edison Company.

"Butterick." The wall has over 300 windows, however, as well as a double row of fire-escapes. To squeeze a legible sign onto its narrow intervening spaces the services of the architects were necessary, Messrs. Horgan & Slatery. Blue print plans were given to the painter for execution and the sign painted in black, standing out against the buff building. This gave an excellent advertisement by day, but with the fall of night it was, of course, eliminated. The Butterick Publishing Company hesitated before applying to the New York Edison Com-

pany by reflected light. After careful thought this scheme was abandoned, and it was concluded the letters could best be seen when outlined with incandescent lamps. But of what candle power and what distance apart these should be were unknown quantities. It was decided to conduct a series of experiments, the first one being to ascertain how lines of incandescent lamps of different candle powers, with different spacings, would appear on the wall. Strips of lighted lamps were lowered from the roof and views taken from Hudson River ferry-boats.

After some deliberation it was decided to use four-candle power lamps, eighteen inches apart, to outline the letters. Where the vertical lines or letters were close together the lights seemed to blur, and to guard against this shields were provided to keep the light from individual lamps away from the buff background of the building, which acted as a reflector, causing the blurred appearance."

Those who make estimates of the size of this sign usually fall below its real dimensions. The "B" is sixty-eight feet high, and the other letters fifty feet. The lines of the letters are five feet wide. The number of lamps needed to outline this huge sign is 1,134. The construction of the sign is such that it is practically weather-proof. The Electric Motor & Equipment Company has installed what is known as its patented rain-cup for each lamp, protecting the vital electric parts from driving storms, moisture being detrimental to the life of any electrical apparatus. The shield which prevents reflection by the light wall of the building is made of galvanized iron and wood, painted dead black. Since the sign has been installed there have been practically no repairs at all, except the replacing of burned-out lamps and fuses. It takes almost the entire time of one man, however, to replace the burned-out lamps. He works over the surface of the wall in a little chair, which he pulls up or lowers unaided.

This huge advertisement, viewed from the ferry boats in the North River, looks as though it must surely be a prodigally extravagant method of advertising. But it is one of the cheapest pieces of publicity in New York considering its size. The cost for electric current from the New York Edison Company's mains is less than \$3 a night, or about \$1,000 a year for illumination seven nights in the week. This is just a trifle more than the cost for a single column of space one insertion in the three magazines composing the Butterick Trio. In such a column, of course, a very complete

advertising story could be told to the Butterick Trio's 1,500,000 subscribers and purchasers, and upon the basis of five readers to the copy it would reach 7,500,000 persons. Yet the single word "Butterick" in such a location tells an intelligible story to every person who sees it, and as the North River ferries carry more than 50,000,000 people yearly we feel that this gigantic sign may also be said to have an adequate "circulation."

ONE FORM OF ADVERTISING THAT OFFSETS ANOTHER.

At Hamilton's, in Pittsburgh, they believe in selling tickets for musical and other entertainments for the purpose of getting the people of that city into their store. Recently a circus, visiting Pittsburgh, prevailed upon them to sell their tickets. At the same time a bargain sale of Hamilton's, and other pianos, was advertised. A gentleman from West Virginia came to town and attempted to break through the line, a block long, of circus ticket buyers, and thus get into the store, when a big, burly policeman shouted at him to "get in line," and then pushed and clubbed him clear back to the end of the line so that he did not get into the store until about an hour later. When he got up to the ticket seller he was asked what could be done for him. He replied that he would like to look at, and had come many miles to see those bargains in pianos; that he had come in with the full determination of getting one of them if there were any left after the rush for them which he had witnessed.—Geo. P. Bent, in *Musical Trade Review*.

The *Engineering and Mining Journal*, of 505 Pearl st., New York, has issued a very attractive and informative eight-page and cover booklet to advertise its September 2d Export issue and the special advantages of using that number to reach the mines of Mexico in particular and the mines of the world in general. Its title is "The Era of Industrialism in Mexico," and it tells briefly, with authoritative figures, of the growth of the mining interests in that country. The cover, in two colors, bears a handsome half-tone likeness of Mexico's president, Porfirio Diaz.

German Families are Large

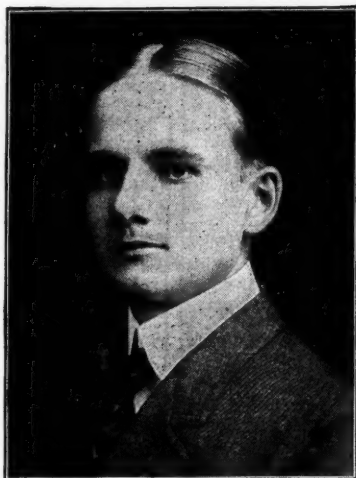
and large families are large consumers. Think what a quantity of goods the 140,000 or more German Families consume that you reach by advertising with us. Rate, 35c. flat. Why not let us run your ad in the

Lincoln Freie Presse

LINCOLN, NEB.

White Journalism Heartily Welcomed in the East.

*"Public Opinion" Recognizes the Advent
of the "White Daily" as an Event
of National Significance.*



IVAN C. WEST,

Business Manager of the *National Daily Review*, Chicago, the Successful
Dollar-a-Year Daily for the Home and Family.

The **National Daily Review** entered upon its second semi-annual volume July 1st, under most favorable auspices. Greeted from the beginning with a remarkable demonstration of public favor by the friends of clean, high-class daily journalism, the **Daily Review** had the added good fortune, early in July, to be made the subject of a lengthy special article by Grant Robertson, in *Public Opinion*, under the caption of "A New Force in Daily Journalism." The article declares the establishment of the **National Daily Review** to be an event of national significance, foreshadowing the superseding of yellow journalism by a better type of daily newspaper.

Mr. IVAN C. WEST, business manager of the **Daily Review**, whose portrait we present this week, is the type of the up-to-date American newspaper man—fertile in resources, attentive to detail, and untiring in devotion to his work. Mr. West is still on the sunny side of thirty.

THE ADVERTISING OF KOLB'S BAKERIES.

BY A NEWSPAPER CAMPAIGN LASTING A FEW MONTHS THE SALES OF THE KOLB BAKERIES, IN PHILADELPHIA, HAVE BEEN INCREASED FROM 90,000 TO 126,000 LOAVES DAILY—TAKING THE PUBLIC THROUGH THE CLEANEST BAKERIES IN AMERICA—SHOWING LOAVES AND LABELS TO OFFSET SUBSTITUTION.

Kolb's two bakeries in Philadelphia are good places to visit when frenzied food articles in the

other downtown in the Quaker City—comes from artesian wells. All the air is filtered and cooled. All the ovens are lined with white tiles. All the mixing rooms are sealed with great doors like those of a refrigerator, and all the windows are double and sealed. All baking is done by electricity, and human hands do not touch the bread from one end of the process to the other. Anybody can go through these bakeries at any time and see the whole round of details that result in the five-cent loaf laid down in the

Children thrive on



Kolb's Family Bread

THEY thrive on *Family Bread* because of the purity of its ingredients;

Because of the thoroughness with which the electric machinery mixes and kneads the dough;

Because of the scientific exactness with which the Kolb's ovens bake it;

And, because they like it. For children thrive best on food they like.

Family Bread is, alluring to the palate—of both young and old. Its delicate sweetness is a distinctive quality un-

rivalled in other breads.

Family Bread is costly bread to make. Yet it costs you no more than common sorts—

5c loaf

Look for this label:



If any grocer cannot supply Kolb's Family Bread, write to

Kolb's Bakeries

Downtown: Tenth and Broad
Uptown: Broad and Butler
Open to inspection day or night.



Cooling and Ventilating Kolb's Bakery

NO MATTER how sizzling the day, the quality of Kolb's bread is unaffected.

An elaborate and costly cooling and ventilating system admits of the regulation of each department of Kolb's Bakery to the exact temperature that assures best results, as based on a baking experience of thirty-five years.

The flour is kept in a cool invariable temperature for days before it is used, and when it is used it is at its prime.

The mixing room has its degree of temperature (a little higher than the flour-lofts) at which the bread ingredients unite most perfectly.

The "ripening room", where the bread is set to rise, does not vary a degree winter and summer.

Even the baking room, with its long rows of ovens, is so regulated.

Such is the equipment of Kolb's Bakery. It makes Kolb's bread costly bread to bake. But it also makes Kolb's bread the best bread that can be baked. Yet the price of Kolb's is no higher—

5c a loaf

If any grocer cannot supply you, drop a postal to—

Kolb's

Downtown Bakery: 10th and Broad

Uptown Bakery: Broad and Butler

Both bakeries open to inspection, day or night

magazines get on your nerves, and you get the impression that everything is filled with salicylates, that cleanliness is an unknown quantity in the preparation of foods, and that it is hardly safe to eat or drink anything. Kolb's bakeries are run on the modern hygienic principles universally found among the plants where widely advertised food articles are produced, and which never by any chance receive consideration in frenzied food articles. All the water used in these two great baking plants—one uptown and the

corner grocery store with the Kolb labels upon it. Kolb's bakeries, in a word, are like the huge plants that produce Campbell's soups. Shredded Wheat biscuits, Armour's extract of beef, Heinz's fifty-seven, and dozens of other food commodities so valuable for their trademark and reputation that it isn't safe to take even the tiniest bit of a chance with them in any detail of manufacture, or to tolerate the slightest modicum of secrecy.

Mr. Kolb perfected all the modern details of his bakeries long

before he turned to advertising, and curiously enough, like most of the conscientious food manufacturers who are to-day writhing under attacks of the \$15-a-week reporters, who write alarmative articles on fifteen cents' worth of facts, drawn out of the encyclopedia or Lord knows where, the last thing that occurred to him was the idea of taking the public through his plants by means of the printed page. Food manufacturers meet frenzied food attacks by associations, and resolutions, and the withdrawal of advertising from offending magazines, but never seem to think of the possibilities of the Open Door that is at their disposal through publicity and the advertising of processes. "Why is this thus?" was asked of the advertising manager of a large magazine the other day. "Well, advertising is in its infancy yet," was his reply, "and it can't be expected that everyone should know just how to use it to the best advantage; wait fifty years."

It must not be inferred, though, that Mr. Kolb didn't advertise. He did. He was very fond of bulletin boards, signs, posters, advertising novelties, schemes. Sometimes he used newspapers, but always as though they were billboards—big spreads that said "Kolb's Bread is Pure." And his newspaper advertising always partook of the "flyer" method—never a steady, persistent, day by day campaign, but large ads to announce a new loaf or other novelty, running a few days, then an abrupt stop.

One night Mr. Kolb was waiting for a car with Mr. Armstrong, of the H. I. Ireland agency, Philadelphia, and got to talking about his baking facilities, the care that is taken in all the departments of both plants, the amount of detail that had been necessary to work them out to their present perfection and so forth. That was last November, and the baker had been considering some more newspaper advertising. Kolb's bakeries are one of the sights of Philadelphia, like the

Cramps' shipyards. Classes from schools and colleges go through them. Mr. Kolb appeared as a witness in one of the city courts a year ago, and as he stepped down from the witness box the judge asked, "Are you the gentleman who owns Kolb's bakeries?" "Yes, sir." "Well, then, I want to say to you personally that your industry is a credit to this city, and I am glad of an opportunity to tell you so." The Ireland agency proposed a kind of advertising that was new to the baker—a steady campaign in the Philadelphia dailies lasting months, perhaps years, that would take the public through the plants, showing every detail. This plan met with approval and the advertising began last January.

The first ads showed the bakery equipment by means of half-tones and description—mixing rooms; groups of bakers at work; the patented Kolb ovens, evenly heated at top, bottom and sides and controlled by pyrometers, which have been installed for the United States government at West Point and Annapolis; the cooling and ventilating apparatus; the "ripening room" where the bread rises; the flour rooms holding 15,000 barrels of Pillsbury's and Washburn-Crosby's best. Readers were invited to come and see the plants, and many did come. After this throwing open of the doors by means of advertising, the next step was to connect Kolb's bakeries with the loaves in the grocery stores. More than fifty different kinds of bread are baked at Kolb's, each variety of loaf with its own label. These were taken up one by one, shown by pictures that illustrated size and shape, and advertised each in connection with its special label. Plenty of people, it was found, were buying bread that they thought was Kolb's, but which was really of the "just as good" kind, the label of a competitor being concealed on the bottom. Of course, it didn't take long for competitors to copy the Kolb loaves, now that they were in demand. There is no way to protect a certain shape and

size of loaf, but there is a way to protect a trademark, therefore emphasis was laid on the label, which is always in plain sight on the Kolb product.

This trademark advertising did some good, but the element of substitution still caused a wide margin of waste results. Mr. Kolb himself proposed a plan to get around this difficulty. He had always believed in advertising novelties, and his plan was one involving the use of a small flying-machine toy for children. The Ireland agency wasn't wholly

loaves of bread. Each ad was keyed and had a place for the child's name and address, but by an unforeseen mischance the returns miscarried so that it was not definitely known which Philadelphia papers had pulled best. Competitors suggested to grocers that undoubtedly there was a deep, dark purpose back of these newspaper coupons. That place for consumers' names and addresses! Why, as soon as the Kolb bakeries had those they could dispense with the grocer altogether and establish a bread de-

The right bread temperature

IN Kolb's Bakeries, the bakers work with one eye on the thermometer. From an experience of nearly thirty-five



years, the proprietors know what should be the temperature of the flour and the liquid when it enters the mixers; of the dough when it comes out of the mixers, when it is rising, and when it is shaped up into loaves.

The flour loft, the mixing-room, the ripening-room (where the dough rises), each has its standard temperature. While there is a wide variation between these several departments, yet each is maintained at a uniform de-

gree, winter and summer. Filtered air, tempered to just the right point, is introduced through various ducts of the Bakery's ventilating plant.

Contrast this with the average bakery, where flour is stored, mixing done, dough set to rise, and the bread baked all in one place, very frequently underground, and always under conditions unfavorable to the making of really good bread.

Is it any wonder that Kolb's is eaten by more people than any other bread baked in America?

Kolb's

Downtown Bakery: Tenth and Reed
Up-town Bakery: Broad and Butler
Both bakeries open for inspection, day or night

Pure as mother made it.



est-keeping, most economical loaf ever baked.

Just such bread as mother used to make—appetizing, delicious—a loaf which does not dry out and become stale the day after it is cut.

Kolb's Mother's Bread contains about a fifth more gluten than other breads. Gluten is the nutritious property of the wheat. Therefore this bread builds up more muscle and nerve tissue than any other bread baked.

The flour is selected and stonized and perfectly combined with the other ingredients.

And this perfect combination of ele-

ments is possible only by the agency of a special machine—the Kolb Mother's Bread Dough Mixer.

No other bakery has the machine, consequently no other bakery can make the genuine Mother's Bread.

But even if others can't bake the bread, they can call what they do bake—mother's bread. So look for the label—



If your grocer hasn't Kolb's Mother's Bread, write to the nearest Kolb bakery.

Kolb's

Downtown Bakery: Tenth and Reed
Up-town Bakery: Broad and Butler
Both bakeries open for inspection, day or night

agreed that it would be a good thing when the baker proposed it, but in the end it proved to be a much better device than was expected. Twenty-five thousand of the toys were bought and made the basis of newspaper ads in all Philadelphia dailies. Each ad had five little squares the size of a Kolb bread label. To the child who handed one of these ads to a grocer with five Kolb labels pasted on a flying machine was given. More than 25,000 of the ads were returned within a week, indicating the sale of 125,000

livery of their own. Consequently a large proportion of the coupons came in with name, address and key number torn off altogether. The insertions, too, were irregular, some papers being used more than others. But the coupon plan contains the germ of a device to ascertain in any city just how each of the papers pulls for a specified class of advertising. It also indicates that care must be taken in such advertising to keep up one's friendly relations with the retailer who handles the product. Before this newspaper cam-

campaign started the highest record reached for a single day's baking in the Kolb plants was 92,000 loaves. Advertising has run the present daily output up to 126,000 loaves and their are indications that it will go beyond this in the fall. Summer is not a good season to push bread. People eat less of this commodity during the hot months, and the Kolb advertising has slackened since May, though sales of certain varieties have been increased during July and August. One of these is a special type of bread made in the Kolb bakeries, a hot weather loaf called "cake bread," with thin crusts, cutting like cake.

An interesting feature of the campaign has been the way in which every increase in sales has been held. During the week of the coupon advertising, for example, it was expected that phenomenal sales would be made, and the bakeries were prepared to have this increase drop off after the coupons were redeemed. But though sales during that week reached a point higher than had ever been known before, the week following showed a still further increase, and during the week after that there were even greater sales. Evidently an enormous demand had been tapped, and it would be difficult to say when a limit will be reached. Normally, Philadelphia ought to eat at least 300,000 loaves of bread daily, allowing one loaf per family. Actually, it probably consumes over half a million, and the natural increase of population would mean a large demand in itself. Add to this the increase that might be made by educating newspaper readers to use more bread, demonstrating its cleanliness, healthfulness and nutritive value, and it is plain that possibilities are without conceivable limitations.

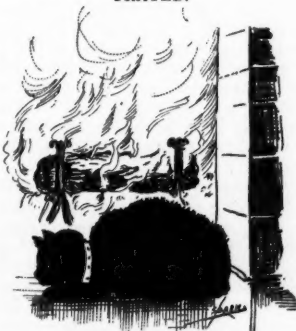
Thus far the copy has been confined to showing the bakeries, and to talking about specific loaves and labels. The chief problem of this advertising has been the loss through substitution. This is unquestionably large, perhaps stationary in its nature or even in-

creasing with growth of demand as the campaign progresses. Mere general advertising without the use of labels and pictures of the loaves would make it still larger—in fact, it is possible to conceive of a bread campaign in a big city which would create an enormous demand, yet be not nearly as productive as it ought to be. Such a campaign would be one in which labels were ignored.

Many of the ads have turned upon children, with pictures of youngsters and talks about the healthfulness of Kolb bread as a food for them. One interesting ad of this character showed the father of a family of eighteen who, after a visit to the Kolb bakeries, stated that they had all been raised on Kolb bread. "Bread Purity" has been a catch phrase freely used in the advertising. "The cleanest bakeries in America" is another. "Seeing is believing" has long been a Kolb phrase, lettered on the large plate glass windows of both plants, through which the public can look from the sidewalk and see bakers at work. JAS. H. COLLINS.

An announcement from the General Photographing Company, a new corporation with offices at 1215 Broadway, New York, states that advertising work is undertaken, and that the company makes a specialty of solving difficulties in advertising photography and general illustration. The officers of this concern are J. F. McCarthy, president; John Nickolaus, vice-president, and F. O. Etzold, secretary-treasurer.

NEWSPAPER NAME ILLUSTRATED.



FIRESIDE COMPANION.

HOW ONE PHOTOGRAPH GALLERY IS ADVERTISED.

BY BOOKLETS WHICH TELL SOMETHING OF PHOTOGRAPHY AS AN ART, SENT TO SELECTED NAMES, AN ENTIRELY NEW KIND OF PATRONAGE HAS BEEN BUILT UP FOR THE BENEDICT STUDIOS—QUALITY IS THE PHOTOGRAPHER'S ONE ADVERTISING ARGUMENT—CUT PRICES TO BE AVOIDED AT ALL HAZARDS—ADVERTISING VALUE OF A PORTRAIT EXHIBITION, AND HOW ONE MAY BE CONDUCTED.

For a number of years the Siegel-Cooper store, New York City, has had a photograph gallery upon its top floor, but until three years ago it had always been conducted on the bargain principle. The average price of cabinet pictures was \$1.50. Three years ago a change of management was made and the gallery put in charge of James L. Acker, who had been with Frederick and Dupont, well-known New York photographic portraitists. Mr. Acker set to work to raise the character of the gallery's patronage, and in a few months, by means of advertising and a general bettering of standards, had increased the average price of its product to \$3 per dozen, while portraits costing as much as \$10 are now made in what was formerly a department store adjunct.

In PRINTERS' INK for May 24 appeared an article on "Advertising for the Photographer," containing general principles so sound, in Mr. Acker's opinion, that he submitted specimens of his own advertising and consented to tell something about his methods in a field that has heretofore been singularly dormant in publicity.

"A photographer has one great advertising medium that costs him nothing at all," he began. "That is the privilege of putting his name and address on every picture he makes. A dozen photographs will ordinarily be distributed among at least eleven families. They will be preserved

for years, and when their possessor wants photographs a common proceeding is to examine the pictures in his collection and take the address of the man whose work is most impressive. To use this advertising medium to the best advantage the photographer must do good work, first, and after that endeavor to attract the best class of trade, so his work and name will be known among the people who have the most money to spend.

"This gallery was formerly known as the Siegel-Cooper gallery, and the store's imprint appeared on all work. We adopted the name 'The Benedict Studios,' giving the gallery an independent standing. It is entirely separated from the store proper. A cheap class of work had formerly been sought, and this we set about to change also.

"It is a strange tendency that leads photographers into price competition when they advertise. Nothing could be more unfortunate than price competition in this business. For years and years the crayon enlargement man has traveled from door to door, lowering the artistic tone of photographic portraiture. Frequently his function has been assumed by the downright swindler who collects a nominal advance payment from unsuspecting persons and disappears with a valued photo. Competition in prices has always been the advertising resort of cheap photographers. A favorite method is that of distributing coupons which entitle the possessor to a discount on a dozen portraits, or to a large portrait free. Methods of this character have lowered photographic advertising to a level where cut prices or the price appeal stand for cheap work. So the thing to avoid first of all is the bargain argument.

"I wanted to reach a good class of people in advertising the Benedict Studios. I knew that artistic portraits could be made at \$3 a dozen. Newspaper advertising in New York City covers too wide a field for my purpose, so the mail-

ing list was adopted. Our first piece of literature was a booklet on 'Photography as a Fine Art.' This gave half-tone examples of good portraiture and dealt with the personal equation in photography. This excerpt gives an inkling of its style:

In portrait photography it is, of course highly necessary that all conditions be favorable—modern cameras, properly arranged skylights and ample studios and all the other various photographic paraphernalia play an important part in the final result. Yet, behind and above all this, is the skill of the artist. The artistic value of a photograph, its power to portray a likeness, to make you you, not only requires all the modern mechanical means, the greatest skill and experience, but those subtle, intangible qualities that lie down deep in a man's make-up and which we conveniently term the "artistic sense."

Many folks look upon the camera as a mechanical device which is simply to be "snapped" and that will always produce the same sort of picture. But how different will be two portraits made by the same camera but by different operators? One merely a picture—cold, flat, lifeless; the other glowing with a personality, suggestive in pose, or with possibly some pleasing and familiar emphasis of feature—a masterly use of light and shadow; in short such a true "characterization" of the individual that under the recognition of your friendly eye it seems fairly to take life. And this is photography—photography as a fine art.

"Views of the gallery, reception and dressing rooms were also printed, with something about enlargements and harmonious frames. Fifteen thousand copies were mailed to names taken from the Elite Directory and telephone book. In the former I selected names of people who would not be likely to patronize the more expensive famous galleries in New York, and in the telephone book those of people living in the suburbs. The returns were excellent. People came and brought children to be photographed, and when they were once in the gallery we made portraits of the mothers and all the children, depending on artistic work to sell several times the number of pictures that were wanted. This is where the value of advertising lies in the photographic field, for the photographer's chief difficulty is to get people into his gallery. Once under the skylight, with a skilled, tactful operator, it is easy to secure orders for several dozen portraits—provided, of course, the bargain-hunting element has been eliminated. Last week, for example, a

mother brought a baby in to have a single picture made to be sent to Europe. One of our operators photographed two older children while the mother was in the dressing room, then photographed the baby and herself. The result was an order for five dozen pictures. The advertising photographer should never limit the number of exposures if he knows his business.

"Children are the key to the whole family in photographic advertising. Get a child into the gallery and the family follows. For this reason our second booklet was entitled 'Photographs of Childhood.' It gave examples of portraiture in this branch of work, and dealt almost wholly with the elements of personality, sympathy with the little sitters and the need for portraits at a time of life when children are growing and changing. Here are some selections:



It might be said that the successful photographer of children, like the poet, must be born. Certain it is that no amount of technical training can take the place of that natural sympathy that must exist between the man and the child, if the highest ideals of portraiture are to be realized. Children act by impulse and intuition, and are alike quick to repel and respond to the influence of the photographer. A child knows intuitively those who like him, and to them only will he be himself.

The aim of the photographer should be first to make a *portrait*. And a portrait may be defined as a picture which portrays those fleeting and subtle qualities of expression, gesture and pose so true to life—that you forget the picture and see, instead, the real child.

The twinkle of the eye, the wistful shyness, wholly of babyland, the droll pucker of the

mouth, the smile, the thoughtful brow, the sweet gravity—such as no other child shows in just the same way—one or all, call out instant recognition of the heart as well as the eye.

Children's photographs are really a record of their lives. The years go fleeting away so fast that even a mother cannot carry in her memory the changes that take place in her boys or girls. What a joy to feel that one may look upon them in after years as they were in babyhood or boyhood.



"Ten thousand of these booklets have been sent out this summer to names similar to those on the first mailing list. It was designed partly to stimulate business in the quieter summer months, but chiefly to bring fall and winter work. Results have already become noticeable, though the mailing was finished only three weeks ago.

"Another valuable bit of advertising was our portrait exhibition, held last September. I sent to about fifty famous photographers in this country and Europe, asking for specimens of their work for exhibition. Some fine portraits were loaned by American and Canadian photographers, while in London, Paris, Rome, Berlin and other Continental cities pictures were purchased outright. We made a specialty of portraits of famous persons, such as the King and Queen of England, the Kaiser, Emperor of Austria, Madame Bernhardt, Ellen Terry, President Loubet, Queen Wilhelmina and others. With this work was exhibited about as many portraits of our own. There were five hundred altogether. Invitations were mailed and the exhibition lasted two weeks. Concerts were given in the gallery daily, and the show brought us a number of good notices from New

York dailies. Perhaps nothing that we have done has been so effective in giving the Benedict Studios an artistic standing, demonstrating that good work could be done in a department store gallery, and at reasonable prices.

"This exhibition attracted the attention of a photographer in Scranton, Pa., and he asked for the loan of our pictures. Those by European men were sent, and he secured other portraits from American photographers. His exhibition, he told me, was perhaps even more successful than ours, because he does business in a smaller community. I can readily see how such a show would make a more permanent impression in a smaller city. But even in New York, with its endless distractions, the effect was by no means temporary. Visitors remembered it and we trace work to the exhibition every day. This invitation will be useful to anyone who gets up something similar:

AN INTERNATIONAL EXHIBIT OF PORTRAIT PHOTOGRAPHY.

You are cordially invited to attend the International Exhibition of Portrait Photography, which will open at the Benedict Studios (7th floor Siegel-Cooper Building), Monday, September 26th, and continue for two weeks. At this novel and interesting exhibition will be shown the best examples of camera portraiture, by the leading photographers of Europe and America. Not only will an opportunity be afforded to view the work of celebrated photographers from nearly every part of the world, but the collection of portraits, in themselves, will be noteworthy. More than four hundred portraits of famous people will be exhibited, including members of the royal families, as well as distinguished Americans.

Music daily.

"On inside pages of this invitation were given lists of exhibitors and portraits of famous people. I believe that an exhibition confined to one's own work is as effective, and even better advertising, though the work of the best men in the photographic world has a drawing power that is very desirable. Then, when a photographer is not afraid to let his own work stand side by side with the best product of America and Europe, he assures his own artistic standing.

"One mistake common to photographers is that of having barn-

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like operating and dressing rooms. The average operating room is seldom carpeted; though carpeting in green or red is essential to give warmth and cheeriness and a homelike atmosphere that puts the sitter at ease. Another valuable form of indirect advertising is the woman operator for children and women sitters. Dozens of persons come to our studios and ask for Mrs. Bundy, our operator, who is not only a specialist in children's portraits, but has also been very successful in photographing men. Women have a certain confidence in the woman operator, especially where children are to be photographed, because children yield themselves to a sympathetic woman and better portraits result.

"Men might as well be left out of the photographer's advertising plans altogether. A man visits the gallery in charge of his wife, or because he was sent by her. If your advertising brings the mother and children the father will follow in course of time. I hope it is not necessary to add that by far the greater proportion of our booklets and invitations to exhibitions go to women.

"Newspaper advertising might be handled on the lines of our booklets—that is, educative talks about artistic portraiture. It would pay in smaller cities, I think. Here in New York I have always thought that newspaper advertising would necessitate special prices, and have not gone into that medium. The booklets bring us all the work we can handle comfortably. One important point for the advertising photographer is to limit his business, so that his studio will never be crowded. The aim should be to attract the best class of patronage and always have leisure for each sitter."

JAS. H. COLLINS.

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"SAVINGS BANKS," a booklet from *Comfort*, Augusta, Me., reprints several articles from advertising journals on the subject of savings advertising, together with representative savings bank ads. Its object is to divert savings advertising in the direction of the 1,250,000 country families on its own mailing lists.

THE MAKING OF METAL SIGNS.

Mr. H. L. Young, manager of the New York Metal Ceiling Co., is not superstitious but he believes in signs. One department of the Ceiling Company's business is devoted to the manufacture of signs lithographed on tin or steel, the steel signs, the layman learns with surprise, being cheaper than those of tin. To a PRINTERS' INK reporter Mr. Young recently explained some of the details of the metal signs business.

"Signs lithographed on tin or steel," said Mr. Young, "are printed precisely like those lithographed on paper or cardboard. The first step is the preparation of the color sketch. After the sketch has been O. K'd by the customer, it is re-drawn on the stone. Transfers are then made to other stones, one for each color to be used. The flexible sheets of tin or steel are fed to the presses just as the ordinary printer feeds sheets of paper, and after the printing is completed the signs are usually embossed, though in the cheaper grades this is omitted.

"Advertisers prefer metal signs to those of cardboard because they are much more durable and if used out of doors are not affected by rain. Among well-known advertisers who use metal signs are the American Tobacco Company, the U. S. Rubber Company, Gail Borden (condensed milk), Cook & Bernheimer Co. (Mount Vernon Rye), Van Camp Packing Company, Fleishmann & Co. (yeast), Moxie, Pabst, the Standard Varnish Works, Tabard Inn Library, Atkins & Co., the largest manufacturers of saws in the world, and many others. Newspapers are among the best customers of the metal sign manufacturer."

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THE latest catalogue of the Kalamazoo Stove Co., Kalamazoo, Mich., contains a greatly enlarged list of towns and villages where satisfied purchasers may be found. This list now occupies sixteen pages, each with seven solid columns of names, and enumerates 10,467 separate places in the United States and Canada.

ADVERTISING AN INDUSTRY.

THE MANUFACTURERS OF GLAZED KID COMBINE TO PUSH THEIR PRODUCT—PLAN OF CAMPAIGN OUTLINED BY MANLY M. GILLAM—WHAT HAS ALREADY BEEN DONE IN WILMINGTON.

The city is surely kid-struck,
And no matter where you go
There's kids galore in every store
Along the business row.

There are goat skins by the hundred,
And glazed leather by the pile—
If the hides were tied together
They would stretch full half a mile.

The little kids upon the street
Are "kidding" the passers-by—
You can't lose sight of the kidlets
No matter how hard you try.
—*Wilmington Morning News.*

PRINTERS' INK has published innumerable interviews with manufacturers and merchants telling of the plans employed to increase the sale of the goods they make or sell. This is the advertising story not of a single individual or firm but of an industry—the glazed kid industry. The leading manufacturers of glazed kid in the United States are back of the campaign of education that was begun in August, and will be continued until the merits of their product are known from Maine to California and from Florida to the Great Lakes. The advertising is not designed to help any one manufacture at the expense of another but to benefit the entire industry. The men who are putting up the money have nothing to sell to the consumer, hence direct returns from the advertising are not expected. The campaign is based on broad lines and will be watched with interest by manufacturers of other products since the methods used in popularizing glazed kid will prove suggestive to those engaged in other lines of trade.

THE MEN IN CHARGE OF THE CAMPAIGN.

Manly M. Gillam, of New York, and George H. Paine, of Philadelphia, are the men in charge of the advertising campaign. Some years ago these gentlemen were employed to advertise a line; a single brand of

glazed kid—the kind known as "Vici"—and their success in that undertaking led to their selection in the present instance. Mr. Gillam who has been a newspaper editor, advertisement writer for Wanamaker, advertising agent on his own account and is now also advertising counsel of the New York *Herald*, was asked by a reporter of PRINTERS' INK to outline the plans adopted to advertise glazed kid.

THE GLAZED KID INDUSTRY.

"The campaign has only just begun," said Mr. Gillam, "but I will tell you what has been done and, so far as I can, what we propose to do. But first let me tell you something about glazed kid itself. Do you know anything about the industry?"

"Not much," I replied, "except that I remember reading recently in a report issued by the Bureau of Commerce and Labor that the United States imports annually something like twenty-five million dollars' worth of goat skins."

"About twenty-four million dollars' worth," corrected Mr. Gillam, "The total imports of hides and skins of all kinds amounted to \$52,000,000 last year of which \$28,000,000 represented the value of hides, sheep skins, etc., and \$24,000,000—nearly half the total importations—the value of goat skins. India and South America are our chief markets of supply. It is not so very long ago that France supplied this country with the finished product—French kid we called it then—but nowadays we import the green skins and tan and finish them ourselves. Philadelphia is the center of the glazed kid industry in this country, turning out about sixty per cent of the total product; Wilmington produces about twenty-five per cent and Lynn and Newark the remainder. Glazed kid is used principally in the manufacture of shoes. Formerly goat skins were tanned like ox hides with oak bark or some other vegetable astringent, but since 1888 what is known as the "chrome process" has supplanted the older method. Forty years

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ago a German chemist discovered that by the use of bichromate of potash he could tan light skins so as to surpass the then famous French kid, but the tanning unfortunately proved not to be permanent. Others took up the work at this point and tried to discover a way to fix the tannage. At Frankford, near Philadelphia, my former home, was a man named Foehderer—Robert H. Foehderer—who experimented in poverty, the butt of all his acquaintances, until at length he succeeded in finding a way to tan skins by the chrome process so that they would stay tanned. He called his produce Vici—I conquered—after the last word of Caesar's famous message. Other manufacturers who had been experimenting along similar lines arrived at nearly the same result and it was not long before the chrome process displaced the older method so far as light skins were concerned, though sole leather is still tanned in the old way.

In chrome tannage, skins which have been prepared for tanning in the ordinary way are subjected to a bath of bi-chromate of potash. When thoroughly saturated they are placed in a solution of hyposulphate of soda which deoxidizes the bi-chromate of potash and coats the fiber with a metallic salt, thus preserving the gelatine of the skin instead of drying it up as is the case when astringents are used. Leather tanned by the chrome process is exceedingly soft and tough and is not injuriously affected by water; it is in fact nearly waterproof. Another advantage of the chrome process is that whereas the old oak bark method requires several weeks to properly tan a skin, the time required by the chrome process may be counted by hours.

PLAN OF CAMPAIGN.

You can see from what I have said that there are reasons—good reasons—why, for certain purposes, glazed kid is superior to other kinds of leather. Shoe manufacturers and others interested in the leather industry know all about these advantages but the

people who buy shoes do not. Even the retail shoe dealer is not as well posted on the subject as we would like him to be. Our advertising campaign is planned, therefore, with a view to making known to the consumer and to the retail shoe merchant the advantages of glazed kid. If the people who buy shoes demand glazed kid of the retailer he will demand glazed kid of the manufacturer and the manufacturer in turn will demand it of us—which is just what we want him to do. The men back of the movement are the largest manufacturers of glazed kid in this country or, for that matter, in the world, and anything that increases the demand for glazed kid will benefit all of them. This is not a case where one manufacturer is advertising to win trade from another but where all are united to increase the demand for the product in which all are interested. Our work will be to tell the American people just what glazed kid is, how it is made, why it is better than other leathers, how to distinguish the genuine glazed kid from sheep skin imitations; in short, to make the public wise as to the merits of glazed kid until like Pears' soap baby they won't be happy till they get it.

WORK BEGUN IN WILMINGTON.

"I understand, Mr. Gillam," I said, "that Wilmington was selected as the town in which to open the campaign. Will you tell me why Wilmington was chosen and just what has been done there?"

"We pitched on Wilmington," said Mr. Gillam, "because while it ranks second to Philadelphia in the output of glazed kid the industry, as compared to the total manufactures of the town, is of greater importance in Wilmington than in Philadelphia. No single industry in Wilmington surpasses in importance the glazed kid industry. The total value of Wilmington's manufactures amounts to about \$27,000,000 a year, and of this total the value of glazed kid produced amounts to \$9,000,000—an even third. Wilmington

has a population of between 75,000 and 100,000 inhabitants, and while a good many people in Wilmington know considerable about the merits of glazed kid there are thousands who do not. The plants of several of the largest producers of glazed kid in this country are located at or near Wilmington, and this was one of the reasons that we began the campaign there. Advertising like charity should begin at home."

METHODS EMPLOYED.

"What methods did you employ to interest the people of Wilmington in glazed kid?"

"What is the first thing the average advertiser would have done?" asked Mr. Gillam.

"Spend a lot of money in newspaper advertising, probably," I replied.

"Well," said Mr. Gillam, "we didn't spend a cent in newspaper advertising."

"I am afraid that I don't quite follow you. I have always been under the impression that you were an out-and-out believer in the value of newspaper advertising."

"I am. No other form of advertising can compare with it. But the most valuable kind of advertising that a newspaper can give one is the kind it doesn't charge for—the kind that no amount of money will buy. That is the kind of advertising we wanted and the kind we got. My theory of advertising is—it may seem like treason to say so—that the manufacturer's assertion in a newspaper or magazine that the goods he manufactures are better than any other make, is not good advertising. Pick up any periodical and scan the advertising columns and what do you see? Everybody claiming this, claiming that—claiming, claiming, claiming. I remember that when I was with the Pope Manufacturing Company I once said to Col. Pope that the picture of a gas pipe bicycle looks as good in a magazine as one made of nickel steel, and the manufacturer of the inferior article uses just as strong adjectives in describing his product as

does the other. What we wanted the people of Wilmington to read was—not what we thought about glazed kid, but what the newspapers and merchants of their own town thought about it. So we went to the newspapers of Wilmington and told them just what our plans were. Glazed kid, we said, is the biggest industry in Wilmington. The pay-rolls of the local plants amount to \$2,500,000 a year. Anything that helps the glazed kid industry helps Wilmington, and anything that helps Wilmington will help the newspapers of Wilmington. We don't want you to boom one manufacturer at the expense of another but we do want you to help us boom the whole industry, not only for our good but for your good and the good of Wilmington. Directly we shall not spend one cent in newspaper advertising, but indirectly the movement which we wish you to help us inaugurate will benefit you to the extent of many thousands of dollars. After the campaign was under way a man in Wilmington asked me how we succeeded in 'working' the newspapers. I told him that we hadn't worked them and that a newspaper that can be worked isn't worth working. I have been a newspaper man myself and know something about the inside of the business and let me tell you this, that newspapers as a rule are always willing to aid in any movement that will benefit their own town. The newspapers of Wilmington are no exception to the rule. Day after day they devoted columns of space to the glazed kid propaganda, telling of the origin of the industry, its importance to Wilmington, describing the methods of manufacture, and telling why glazed kid surpassed other leathers used in the manufacture of shoes. As advertising the work the newspapers of Wilmington did for us was simply priceless, and my prediction that their advertising columns would benefit by the interest aroused was fully verified. Part of our plan was to wind up the campaign in Wil-

Wilmington with a glazed kid week. After the newspapers had begun to discuss the glazed kid industry we interviewed the merchants of Wilmington and told them our plans, just as we had told them to the newspapers. Not only the department stores and shoe merchants were seen but every leading business house was interested in the movement—the movement that was to benefit Wilmington. The merchants responded as cheerfully as did the newspapers. Men who had no earthly interest in the leather industry or shoe business gave up their show windows to displays of glazed kid and the machines used in its manufacture. Some even went so far as to place at our disposal their advertising space in the newspapers. The shoe merchants and department stores took increased space to help along the movement, and on Saturday, August 19th, the last day of glazed kid week, all the Wilmington dailies—not one, mind you, but all of them—published special glazed kid editions which carried many columns of extra advertising—advertising of a kind that is usually found only in trade papers. One newspaper, the *Evening Journal*, offered cash prizes for the best decorated show windows, the first prize going to Lippincott & Company, a department store, and the second prize to the Douglas Shoe Store. At Snellenburg's department store, which was the center of the glazed kid movement, a pair of doll's shoes made of glazed kid was given to every little girl who brought her doll to the store on Saturday, which was "Doll's Day." The street cars carried cotton banners advertising glazed kid; there were large buttons advertising glazed kid, and in fact little was talked about in Wilmington for a week but the glazed kid industry. I ought to add that one of our first moves was to interest the Wilmington Board of Trade and the Mercantile Association in the propaganda, and that their efficient help contributed largely to our success.

As indicating the results pro-

duced the following letter is significant:

WILMINGTON, Del., August 22, 1905.

Mr. Geo. H. Paine, Philadelphia, Pa.:

DEAR SIR—We take pleasure in saying to you, that the glazed kid demonstration has so far increased our business over last year for the same period by 100 per cent, or in other words just double it.

By bringing the glazed kid leather before the people so prominently 70 per cent of the sales in our shoe department have been glazed kid shoes. Had we been able to have secured glazed kid shoes in the Toppys styles in time for this demonstration a great many of the sales of other kinds of leather would have been credited to glazed kid shoes. We say this because heretofore glazed kid shoes have been specified for only by people who wanted an easy comfortable shoe; in other words, we only used to buy them in the staple lasts, but this movement has brought a complete change in this. The younger, dressier element are asking for glazed kid shoes in stylish lasts, and we have already ordered from our factory shoes to meet this demand, which was not known before this movement. In our minds we have no doubt but that the changed condition will continue, and that the next year will be a banner one for glazed kid shoes; at least we are making calculations accordingly.

We congratulate you on the splendid impetus given to our shoe business, and the general good which this movement has done our store. The success of the advertising is best shown by the fact that the demand continues for glazed kid shoes, and the proportion of the sales of glazed kid are increasing. No doubt the good of the advertising will be felt for a long while to come. We will do all in our power to keep it a going. Not only has our shoe department had the experience which we report, but we hear it from others outside of our own store.

Wishing you success in the glazed kid movement, we are

Yours very truly,

DAVID SNELLENBURG,
of N. Snellenburg & Co.

FITTING THE CAMPAIGN TO THE TOWN.

What I have told you simply shows that there is more than one way to advertise. The object of all commercial advertising is to arouse interest in some particular thing and to impress people with its merits. One way of doing this is to buy space in a newspaper and tell your story in your own words. Another way is the way I have described, and to my mind it is by all odds the most effective. But the second plan can only be employed when the thing to be advertised is a big proposition, whether a single product of some industry or the industry itself. The methods we employed in arousing public interest in glazed kid in Wilmington were designed for Wilmington. Other plans will be used in

other cities, for like a good general the advertising manager must fit his plan of campaign to his field."

MAGAZINES TO BE USED LATER.

Mr. Gillam added that the magazines would be used later in furtherance of the plan to make the merits of glazed kid known from one end of the country to the other. Crews of demonstrators will also be sent to the principal cities to conduct demonstrations in the leading department and shoe stores. The work of education has just begun. It will end only when the men and women of this country have become leather-wise.

CHAS. L. BENJAMIN.

NO DISTRUST OF THE BIG MAIL ORDER HOUSES.

The name of Montgomery Ward & Co. on a paper makes the paper as good as a Government bond, and there are thousands of prosperous farmers who insist upon the firm taking care of their money for them. "We frequently," said Mr. Thorne, "receive letters from our customers inclosing their entire fortune, asking us, as a favor, to keep it for them, as they consider it safer with us than with any bank. Probably no action of ours showed our ideas of honesty better than a little booklet we published several years ago entitled 'Any of This Money Yours?' We frequently receive letters containing money without any signature or postoffice, or anything, in fact, to identify the sender. We are at a loss to know what to do with such funds, so keep a careful record of all the facts connected with the remittance, and from time to time advertise it, with a hope that the sender may stumble upon our notice and make a claim upon us for the amount of his remittance. This fund runs into thousands of dollars annually, and we could, of course, keep it and nobody would be the wiser."—*Booklet from the Ellis List, New York.*

DIRECT REPLIES AND NO REPLIES AT ALL.

It is well to admonish the advertiser that there are two distinct classes of people who make up the public—those who will write to advertisers and those who seldom do, and it must be remembered, as our friend Frothingham says, that those who never write to advertisers are sometimes the "best buyers" and that the advertiser who orders his advertising stopped because he does not get letters "is going against the kind of human nature to whom he sells, and misses the most valuable asset of general publicity—prestige and cumulative results."—*Truman A. DeWeese, in Agricultural Advertising.*

STAGE MANAGEMENT NEEDED IN SELLING STOVES—OR ANYTHING.

Many merchants seem to think that stoves can be sold on a sample floor in any condition. In a dark, gloomy room, sitting on a dingy, dusty platform, half blacked, nickel dull and tarnished, castings laying under and between them, covered by tinware, dust, etc.

Stoves and ranges should be displayed on a platform made nine inches high and thirty-two inches wide. For convenience the platform should be made in either ten or twelve foot lengths. Do not nail to floor, but use quarter round moulding tacked to platform and to floor. The baseboard should be 1x8, using one inch stuff on top. The top should be made to extend 1½ to 2 inches on sides and ends, using quarter round to brace. Have edges of top nicely rounded off. The best material to use in top is hardwood that will take natural finish, such as hard pine, oak or hard maple. If natural finish is used, after filler is applied to surface, finish should be used containing a quick dryer such as turpentine or japan. Natural finish should only be used where the fixtures are very fine, and finished natural. Stoves and ranges show up to better advantage upon a platform painted a light vermillion. Wherever possible ranges should be displayed against the wall. Put a joint pipe, an elbow and a pipe collar on each range and make it appear as if set up ready to operate. Never display ranges where back of high closet can be seen. Arrange stoves and ranges on floor with low goods in front. Always have bright attractive goods in front, where you enter sample floor with a prospect. Remember first impressions are lasting.

The walls of a stove sample room should be painted, tinted or papered a turkey red, the ceiling a light lemon. Plenty of light should be used, but never have it shine over back of ranges, but have the light thrown on top and front as much as possible. Aisles between platforms can be painted a dark gray, or covered with linoleum, or better still, use a cocoa matting such as is often used in church aisles. And last, but very important in showing and selling stoves, have the samples well blacked, put on two or more coats of polish and rub hard; don't be satisfied until the goods are shined perfectly.—*Buck's Shot, St. Louis.*

The testimonial letter is raised to the *nih* power in the booklet entitled "The Test of Patent Value," published by R. S. & A. B. Lacey, patent attorneys, Washington. Their correspondents go into particulars of the firm's service so fully and vigorously as to make the ordinary testimonial letter look like an editorial rejection slip. This booklet not only demonstrates that the firm putting it out is up-to-date and skilled in patent practice, but that there is need for the very best representation before the Patent Office because of the defects that may be embodied in a careless application.

A MAN OF LETTERS.

A GOOD ADVERTISING LETTER—HOW TO WRITE AND WHEN TO SEND IT—AN ADVERTISEMENT IS NOT A LETTER, NOR A LETTER AN ADVERTISEMENT—AN ADVERTISING LETTER MUST BE BOTH AND NEITHER—A TALK WITH FRANKLYN HOBBS, THE "LETTER SHOP" MAN.

Some years ago Franklyn Hobbs, now proprietor of the "Letter Shop," Chicago, was a typewriter agent. His dealings brought him into contact with dozens of business men who wanted machines that would write advertising letters, as well as with others who sought ways of reproducing letters in imitation of typing. It also imposed upon him the work of writing advertising letters of his own from time to time, and eventually the subject of advertising letters interested him to the point where he began to preserve all the circular letters that came his way, putting them aside for future reference. By and by he went over a collection of more than two hundred to ascertain, if he could, the underlying principles of advertising letters and the best way of writing them. When the pile had been sifted pretty carefully he was of the opinion that letters written for his own use ought to be better than any of these specimens. He started tinkering with letters, first for amusement, then experimentally with actual advertising to bring business. He found in this way what he thought were principles, and followed them with so much success that customers were attracted by his work and asked him to write letters for them. He wrote a few for friends at first, to be obliging. Presently someone offered \$60 a year for a monthly letter, and then someone else wanted a similar service, until finally, in January, 1903, Mr. Hobbs left a good position as a typewriter man and opened in the Caxton Building, Chicago, what he calls the "Letter Shop."

The "Letter Shop" is not an advertising agency, but an office devoted entirely to the production

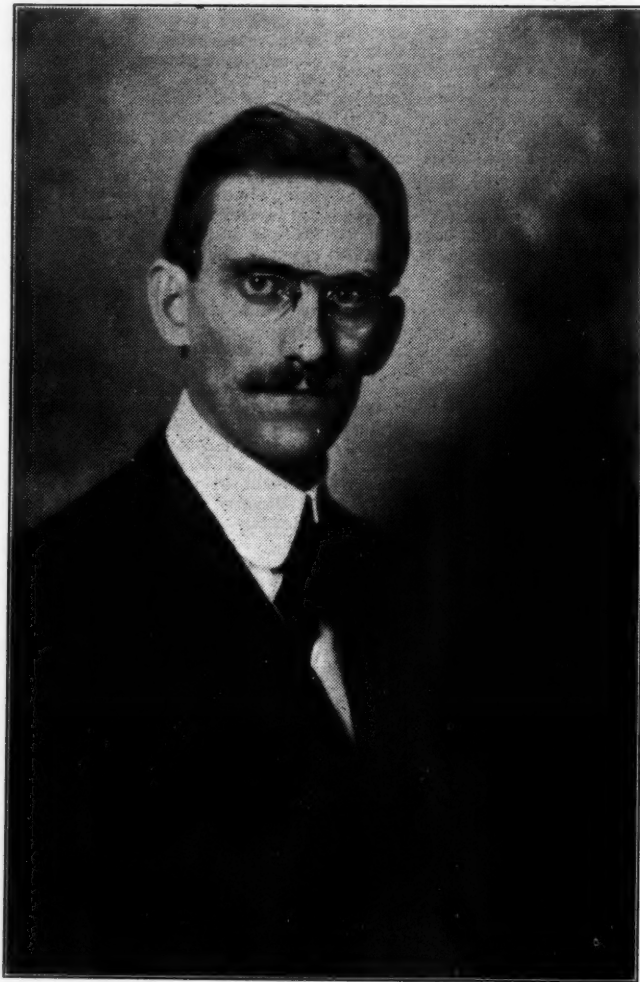
of advertising letters. The service began with sixty clients, and by the end of its first year had 366, or one for every day in the twelvemonth. An expenditure of \$38,000 was directed. In 1904 an expenditure of \$981,700 was managed, representing \$400,000 worth of two cent stamps, and to-day the office has 500 clients and lately added facilities for producing advertising illustrations, printed literature and prospectuses.

"Not long ago one of the advertising journals distinguished for its academic opinions stated that the day of the circular letter had passed," said Mr. Hobbs. "Now, nothing that's good ever passes away—even hoopskirts are said to be coming back into favor. The postage on advertising matter last year in the United States was between \$25,000,000 and \$30,000,000. Every second letter carried through the mails is an advertising letter. The Chicago post-office sold \$10,000,000 worth of stamps in 1904, and twenty-five per cent of them went to large purchasers who are listed, and who buy chiefly for advertising mail. The advertising letter is just beginning to be understood and used effectively.

"An advertising letter must first be well written, then reproduced so that it will have the appearance of a typewritten communication. Much also depends on the list of people to whom it is sent, and much on the day of mailing. Two-cent postage is essential, and there are a number of other little details that make for results which are commonly overlooked by those who mail direct advertising.

"I am constantly collecting advertising letters and filing them away for reference according to the business they deal with. There are, roughly, about four hundred distinct lines of business in this country, so that when I receive a commission for a mail campaign for an automobile manufacturer, a soap house or an investment broker, I turn to my files and secure a large assortment of letters in that particular field. These

not only show what all my clients' still another has tried to be familiar and original with poor results, competitors have done within the past year or two, but reveal the mistakes that have been made. "In writing an advertising letter too many advertisers fail to make it a *letter*. Instead, the Other people's mistakes are in-



MR. FRANKLYN HOBBS.

structive. This house has sent tendency is to write simply a circular poorly mimeo- out a circular poorly mimeo-graphed, that house has mailed a seen to be such. I find it difficult letter far too long and dry, and to convince some clients that an

advertising letter is neither a catalogue, a booklet or a price list. They want to tell too much, and in place of a letter would send what is simply an advertisement in letter form. Eighty per cent of all the circular letters sent out announce themselves as advertisements in the first line, with some such beginning as 'I want a moment of your time—' or 'Will you pardon us if we venture to call your attention to—.' The other twenty per cent go to opposite extremes and endeavor to be familiar, overlooking the fact that a facetious communication is never sent in the regular course of business correspondence to a stranger. The familiar or clever letter is dangerous, for one never knows whom it will reach in general mailing. I find it effective sometimes at the end of a long campaign, after the recipient may be presumed to know the proposition you are setting forth, but even then it must be used cautiously.

"An advertising letter must be something more than a circular, and it is still something less than a personal letter because it must be mailed to a large list of people of different temperaments. If true to its name, it should be as near a combination of advertisement and letter as one can put together. Everything we send out is personally addressed, the name, street number and city being written with typewriter. Then comes the first paragraph, an important part, which must be varied according to the person who is to receive the communication. For example, here is the first paragraph of a letter sent to master mechanics of railroads to interest them in a heating system for locomotive roundhouses:

WALDEN, MASS.

David B. Young, Supt. Motive Power,
D. H. & C. R. R.:

MY DEAR SIR—I have hoped some day to find the time to come and see you and one or two others in your vicinity, but there are so many railroads, and there being only two of us, we have found it impossible to make many of the calls contemplated. I fully realize in writing you that it will be difficult to make myself clear in so short a space as a letter, but I can give you a few facts, and should

be glad to have you come back at me with any questions which suggest themselves to you.

"This beginning is both familiar and easy in tone, yet dignified and also general—a combination of letter and circular. Ninety-nine men in every hundred accept it as a personal communication if it is reproduced so that detection is difficult. It gives an introduction for details that are more nearly of the circular letter kind. Here is the rest:

As you probably know, our business is the manufacture and installation of heating plants for engine houses and machine shops. We have been at it a good many years, and our present system, which has been adjudged practically perfect by experts, is the result of these years of work. We can equip one of your new engine houses or refit one of your old ones, and give you better and cheaper heat than you are getting. We pipe the pits with two-inch wrought pipe and support the pipe every seven feet, which insures its staying "put."

By our vacuum system you can make use of all waste steam about the engine house, including the blow-off and the exhaust. The method of installation prevents the shutting off of the steam by any other person than the engineer in charge, so that the danger and annoyance from pipes freezing are entirely avoided. The vacuum system of circulating the steam avoids the necessity of great pressure behind the steam; steam without pressure is usable.

The heating of engine houses has received too little attention from chief engineers, and we make bold to include you among the number. We know of course that you are interested in a heating system for engine houses now in use, and for those which will be built in future, which will enable you to employ the best of workmen and insure you the greatest amount of effective work from each individual. Aside from this comes the important point of quick turning of locomotives.

The installation of this system in any of your engine houses will mean better heating at lower cost, and it will be my personal pleasure to send you the addresses of engine houses and shops which are at present equipped with our system. I am,

Very truly yours,

CHARLES L. JUNE, President.

"Language should be not too precise, for real letters are dictated. Use idiom rather than rhetoric, and familiar expressions instead of exact grammar. Interest must be secured in various ways. One of the best is to make a comparison familiar to the person addressed in the opening paragraph—something in the man's own business. For instance, in a

letter in wholesalers advertising my own business, which is still more or less unfamiliar, I began, 'When you make a shipment of freight it is advisable to select the shortest and most direct route. I am not running a railroad, but the 'Letter Shop' route is the most direct line, the quickest line and the safest line between 'Dear Sir' and 'Yours truly.'

"The end of a letter is as important as the beginning. Many writers use the expression 'Do it now' at the close. This idea is good, but the expression hackneyed. Say it another way—suggest it. Invite instead of command. Never harangue or argue, but simply state facts. Never say anything about competitors or write a 'knocking' letter, for you never know whom you are addressing. Likely as not the person who hears from you the first time knows your competitor well, and may send your letter to him for inspection. Never let a letter run over one page, and always try to have plenty of white space at the bottom. This makes it inviting to the eye. Double spaces between paragraphs are good, and also plenty of paragraphs. In 5,000 letters I have written only twenty-five two-page ones, and these always to follow up a series.

"Reproduction may be done by several excellent processes in the market. The main point is to have an exact match between the letter and its typewritten superscription. Nearly every advertising letter that is seen to be such at a glance fails on this point—the difference between typewriter and letter is evident at once.

"The mailing list must be drawn from various sources. It is best to make up fresh ones if you can. Each proposition presents its own methods. The Chicago Commercial Association wanted names of persons who would contribute to help advertise the city, so we took them from lists of persons in Chicago who own securities. A mail-order house selling toilet supplies through local canvassers wanted to interest women in its proposition; the only way to get these

names was by display advertising in magazines, with an offer of a twenty-five cent article as an inducement to reply. A list of painters and decorators was wanted, so we advertised in painters' trade journals. A list of persons who would buy cigars in approval shipments was made up of men rated at over \$500, officers in corporations rated over \$10,000, partners in business enterprises rated over \$1,000; the shipments of cigars involved a risk of \$5.75, too small an amount to collect; we guaranteed this list to be ninety per cent correct. A list for an automobile manufacturer was made up from members of high-class clubs in Chicago; it cost \$960 to circularize 4,000 names, and thirteen autos were sold at \$2,600 each.

"Advertising letters should be mailed to reach people on the day of the week in which mail is lightest. This day, all over the country, is Tuesday. On Monday morning carriers go out from the Chicago postoffice with great loads of first-class mail, leaving second-class behind for a later delivery. But on the first round Tuesday morning many carriers in the business district take only a handful of mail, leaving their bags behind. Wednesday is also a light day. Thursday is heavier, and Friday and Saturday very heavy. Obviously, circulars reaching a man on Monday are thrown aside because he has many letters. On Tuesday anything will get some attention. Most advertisers know this, but few pay any attention to it. In mailing circular letters they will hurry to get them all into the postoffice by Saturday night, never stopping to consider that they will be delivered Monday morning. In mailing to cover the whole country the time of delivery must be carefully estimated for each city. Catalogues are always picked from the mail and filed where boys sort it for the principal, even where circulars are thrown away, but as a rule no other printed matter gets to an important, busy man when mailed as printed matter. The two-cent

stamp is essential. There is a prejudice against the green one-cent stamp just for itself. I have found that sealed letters with two one-cent stamps do not always carry past the office boy—it has worked out to almost exact averages in a number of experiments I have made. I believe in odd sizes, shapes and colors of envelopes to stick out in a man's mail, and find it even pays to put stamps on straight. Typewritten addresses on envelopes are better than those written by hand—the latter are the indication of a small business house nowadays. Next to a sealed letter the most effective advertisement is a postal—far better than a mailing card or folder. It is a pretty sure rule that all two-cent mail, even when opened by a boy is passed up for final consideration to the principal. Signatures to advertising letters should be written, or if this is not possible, then printed with a wood engraving. The latter gives an imitation hardly to be detected—I sign all my own checks with a woodcut. The zinc etching gives poor results, though many persons use it—the metal gives a sheen to the ink that makes it easy to detect.

"We have carried advertising by letters so far that we guarantee our clients a certain percentage of replies from a certain expenditure. This guarantee is based on average results secured in similar campaigns. Before a client undertakes a given campaign with us, we will name the least number of replies he will get, how many of them will result in business, and how much business a certain expenditure ought to bring. This is a good thing to think about in connection with the belief that advertising letters are 'passing.' In the campaign for the man who wanted to reach master mechanics, now, we agreed to produce fifty live inquiries for an investment of \$700. He can't sell less than \$10,000 worth in such a heating plant, so that fifty live inquiries—and by this I mean orders and sales—would represent \$500,000. This estimate was

based on five per cent of replies from 632 names of master mechanics, and to-day, after spending only \$125 of the appropriation, the heating man has received 166 replies, fifty of which are requests for him to call. All these inquiries are from principals—sometimes railroad presidents and men whom you would never think could be reached by an advertising letter. Only one out of the 166 says 'In reply to your circular letter,' while in one case, where the wrong letter was sent through error in mailing, the master mechanic of a Southwestern railroad returns it under the impression that a personal letter has reached him by mistake.

"In three years I have handled only one failure. That was an interesting one. A certain manufacturing firm had us mail 5,000 letters with a proposition appealing to other manufacturers—its commodity was a kind of supplies used in boiler houses. From these 5,000 letters there were received only ten replies—a number so insignificant that the report came with a shock. I questioned the manufacturer as to his goods and prices and the business end of the proposition generally, but he maintained that the fault lay in our advertising. Then we took twenty-five names at random from the list that had been used and called upon the firms. From them it was learned that this manufacturer is wholly unreliable in his line, and well-known in his trade as such. Another partial failure was with a patent remedy, which did not go after a brief trial of advertising letters. The advertiser in this case admitted that we put forth arguments too honest for his product, and quit. That led us to refuse all medical advertising.

"Advertising agencies as a rule advise against the use of advertising letters, but recommend printed literature. I believe that if more agents knew about our line of work they would find it useful as an auxiliary in general advertising. We co-operate with agencies, and avoid competing with them, as we do no placing."

ELECTRICAL PUBLICITY.

ADVERTISING METHODS OF THE EDISON ELECTRICAL ILLUMINATING COMPANY DESCRIBED BY CONVERSE D. MARSH.

Three years ago Mr. Converse D. Marsh, head of the Bates Advertising Agency, was retained by the Edison Electrical Illuminating Company of Boston to draw up an advertising plan and to supervise its execution. At that time the Edison Company was doing a gross business of about \$2,000,000 a year. To-day the annual business foots up \$3,500,000 and this increase has been made on an advertising expenditure of a little more than \$100,000. The methods used to accomplish this result were described to a PRINTERS' INK reporter by Mr. Marsh, himself, in the course of a recent interview.

"In 1902," said Mr. Marsh, "the Edison Electrical Illuminating Company of Boston, approved an advertising plan I had drawn up for them and we began to put into operation a systematic business-getting campaign. The Edison controls the Boston field so far as supplying electricity for light and power is concerned. The advertising therefore did not have to take account of competitors but was devoted solely to inducing those who used gas for illumination or steam for power to substitute electricity. Also to create business heretofore undeveloped by inducing merchants to install electric signs. The first year we spent \$20,400 in advertising, only a very small percentage of which was expended in newspapers. Thousands of personal letters were addressed to people who we believed could use the electric current to advantage, and forceful folders and circulars setting forth the advantages of electricity as a motive power and for lighting purposes were prepared and sent out. The replies to the letters or other advertising literature were turned over to an admirably organized corps of salesmen who followed up the inquiries with a personal interview. If not at first

successful in landing an order the 'prospect's' name was preserved and more advertising literature was sent him from time to time until he became 'light-wise.' After securing a contract for electric lighting the customer's name was not crossed off the list but was as carefully preserved as before, and he began to receive a new set of circulars describing electric fans, electric signs, electric motors, or some other application of electricity other than that which he had installed. This follow-up work was done under the supervision of Mr. La Rue Vredenburg, the local advertising manager of the Edison Company and was eminently successful.

"At the end of the first year the results traceable to the direct-appeal method of advertising that had been done were checked up, and so satisfactory was the showing that an appropriation of \$35,000 was made for the second year. As before newspapers were used very little. The same methods that had proved productive of results were continued, but this year in addition to what may be called the Campaign of Explanation a Campaign of Demonstration was begun. An Electrical Exhibition was installed in the offices of the Edison Company and distinctive invitations were sent out to the different trades and professions. Thirty-six lists of people were invited to call at the exhibition department and see machinery of special interest. The exhibition included every imaginable application of electricity, whether for the home, office or factory, and was visited by thousands of people to whom the attendants explained the workings of the various appliances. Many contracts were signed on the spot and many more came in later from people who had been enlightened as to the possibilities of electricity by the Exhibition.

"I ought not omit mention of the business journal—*Edison Light*—published monthly by the Edison Company and sent to a select list of possible customers. The publication it edited here in

New York in my own office, printed here, and the completed copies shipped to Boston. It is, so far as I know, the most expensive house-organ published, being printed on heavy coated paper, with cover, in three colors."

Questioned as to the plans for the present year—that of 1904-5—Mr Marsh said that an appropriation of \$55,000 had been made, a sum equal to the combined appro-

and other suburbs of the Hub. Plain pica ads will be used varying in size from three to six inches single column. The ads are designed to interest people in electricity for illumination, for power, and for signs. Each ad-

ELECTRICITY

Of all the power developed by steam in Boston 50 per cent is used to drive shafting and belting—dissipated, wasted, before the work of the machine begins. Think of it! All the money paid for the coal which makes that wasted part of the power might as well be thrown into the sea for all the good it does. With electric power, you use what you need, when you need it, where you need it. A turn of the switch puts it there.

Have you learned to be power-wise?

The Edison Electric Illuminating Co.
3 Head Place, Boston

priations for the two previous years, and that a feature of the present year's advertising would be a series of strong newspaper advertisements which will be published in some of the leading papers of Boston and nearby towns, the field to be covered embracing East Boston, South Boston, Dorchester, Roxbury, Wellesley, Needham, Natick, Somerville, Ashland, South Framington, Holliston, Woburn, Stoneham, Worcester,

ELECTRICITY

—Your name—the name of your product—will be simply burned into the consciousness of every passer-by if an Electric Sign is working for you after dark. The brightest streets are the busiest streets—the lightest stores the busiest.

Have you learned to be sign-wise?

The Edison Electric Illuminating Co.
3 Head Place, Boston

vertisement concludes with a query which is in the nature of a catch-phrase—"Have you learned to be light-wise?" or "power-wise," or "sign-wise" as the case may be. The two ads reproduced in fac-simile show the style of setting adopted and give an idea of the arguments used to interest people in electricity for power or sign purposes. As an example of the advertisements designed to increase the use of the electric current for illuminating purposes the following may be quoted:

Electricity permits the ready illumination of any room, or any part of the home, from any chosen spot. If you're above, and you hear strange footsteps down stairs, push the button and the proper Electric lamp flashes out instantly. Criminals avoid the light. Have you learned to be light-wise?

Electricity in your home will just about cut out the fire hazard. Lace curtains and light weight draperies are not endangered by the Electric Light. Yet the lamps will glow whenever, whenever, you want them, bringing light into any dark places. Have you learned to be light-wise?

Electricity in the sick room aids the doctor and the nurse in their ministrations. The Electric Light enables the doctor to make examinations at any hour—while ingenious

devices permit the heating of water, the cooking of special dishes, quickly, safely. An electric heating pad—never too hot to burn or blister—retains just the proper heat as long as current is kept on. Have you learned to be light-wise?

Electricity lightens the dark spots. At the end of that long counter may be goods to be shown once in a while. An Electric lamp just there is on while you want it—off while you don't. It isn't burning up money when not wanted; it is not using up air. Have you learned to be light-wise?

"These advertisements," said Mr. Marsh, "are intended simply to make plain the manifold uses of the electric current and to induce correspondence. The same thorough system of individual correspondence will be continued. The business of furnishing electric light and power is one that requires a personal interview to clinch a contract. Hence in our advertisements we have not attempted to tell the whole story but merely enough to arouse the reader's interest, to induce him to ask questions which it will be the business of our salesmen to answer."

ADVERTISING A FOOD PRODUCT.

Mr. Truman A. DeWeese, advertising manager of the Natural Food Company, Niagara Falls, contributes to the July number of *Agricultural Advertising* an interesting article from which the following, descriptive of the methods employed in advertising Shredded Wheat Biscuit is condensed:

The Natural Food Company does not sell Shredded Wheat by mail hence direct returns from advertising are not expected nor is the follow-up system employed as elaborate as that used by mail-order houses. Shredded Wheat is sold to jobbers and wholesalers through fifteen general sales agents, each of whom is in charge of a well-defined territory. Fourteen of these cover the United States and Canada, while another is located in London and has general charge of all foreign sales.

"All of our periodical publicity," says Mr. DeWeese, "is of a general character and cannot be keyed as to direct results. A great deal of our advertising, however, is done with special reference to the needs and desires of the agents in their respective territories and is done independently of the general publicity campaign. If our general sales agent in Chicago or Detroit, for instance, should be of the opinion that a certain amount of billboard advertising, or advertising in the local newspapers is needed at some particular time

to accelerate the movement of goods, the matter is taken up with the home office and the company is apt to accede to his wishes and to make an appropriation for this special advertising. At the same time the agent is getting the benefit of our general publicity which is carried on in accordance with a well defined plan adopted at the beginning of each year."

The advertising of Shredded Wheat being of an educational nature Mr. DeWeese believes that neither billboards, street-car signs nor display advertising in the newspapers can be relied on wholly to sell this product. Without underestimating the value of the three methods of advertising named which he calls "the big guns of the advertising artillery" Mr. DeWeese is of the opinion that newspaper and billboard advertising must be backed by boot-lets, leaflets and follow-up letters in which the story of Shredded Wheat can be more fully set forth.

"You must tell the people why they should eat Shredded Wheat," he says, "and in order to give them some reasons why they should eat it you must tell them how it is made, why it is shredded and why the whole wheat, when presented in digestible form, is the most perfect food given to man."

While ours is not a mail-order proposition, at the same time, we never publish an advertisement of any kind without offering to send free of charge our "Shreds of Life" booklet or our "Vital Question" cook book. Inquiries for these booklets also come from another source. Our agents, at various times of the year, conduct vigorous sampling campaigns in which they distribute from house to house samples of Shredded Wheat and hand to each housekeeper a four-page leaflet or some other piece of literature telling all about our product."

"There is another source of inquiries for which we have a carefully planned follow-up system. We receive letters every day from persons in all parts of the world who are using Shredded Wheat in one way and another and who take the time to sit down and write about it. . . . After a lapse of a certain interval a follow-up letter is sent to each of these individuals asking if they are still using our product, whether they value it as highly as they did at the beginning, etc. The replies to these letters are tabulated and indexed by a card system, and after a while another follow-up letter is sent to them." Hundreds of "Vital Question" cook books are sent out each day in response to requests to those who have seen Shredded Wheat advertised in the magazines, and the names of these applicants are tabulated and letters are sent to them at regular intervals as described above.

A COLLECTION of small printed novelties used to advertise the men's clothing of S. F. & A. F. Miller & Co., Baltimore, shows taste and ingenuity. One of the best is a tag describing "Our New Clothes Line," to which a section of new manila rope is attached.

IN CLEVELAND, O.

Cleveland is the capital of the Western Reserve, a distinction she often boasts of and with less modesty than right. When the ten counties in the Northeastern part of the State were occupied by their first settlers, their title to the land was just what they had relinquished in the Lackawana Valley whence they had been driven by force of arms. Nevertheless there were no important contestants to their right. It was the West and the West was everybody's land. To it they brought in addition to the determination to hold it, a puritan faith, a belief in education and an ambition which has taken various directions but has always been high. The ten counties have furnished three Presidents to the United States, the Ohio Society in New York, and in commerce, the practical arts and sciences not less than in statesmanship and politics have always been leaders, not followers. The first thing they did was to reserve—whence their name—a vast amount of territory for public schools. It was not such a generous act as at first blush might appear. They couldn't hold it on other terms, but in the sacred name of education no one would dispute their title.

It is necessary to state these facts in order to understand their newspapers, which have in a distinctive sense contributed to the eminence of the community. They early accepted as an article of faith that newspapers were factors of education, and in that belief they have never faltered. At intervals their newspapers have not occupied a leading position as directing or advancing public opinion, but generally speaking they have done so, and never in such a strong and virile spirit as at this moment. With a population in the civic limits of over four hundred thousand and an immediate territory embracing as residents approximately two million souls, it might be asked what Cleveland means by offering to

pers. But the Western Reserve itself has other important cities, and the outlying country is also rich in cities as well as wealth. In its numerous centers of life are printed local papers of real value at Youngstown, Akron, Warren, Canton, Lorain and Ash-tabula, and of a character too that fully represent the journalistic needs of those cities and the communities of which they are the center.

Cleveland has recently become the first city with respect to size, as she was long before with regard to commerce and mercantile importance of the upper Eastern Ohio Valley. In the mere rivalry of population she passed Cincinnati at the time of the last census, but before that time she had already asserted her pre-eminence with regard to iron and steel, oil and railway importance. Cincinnati was a grocer's town. Incidentally it was also a center of great distilling and brewery interest, but the limitations of this trade were obvious, while iron and steel and oil had the whole world for their market. It was not strange then that Cleveland took the first place as soon as its productive factors had been gathered to its advantage. These alone would not have established the city. But coupled with the spirit of its people, founded long ago when the Western Reserve was a living thing, it gave them an irresistible impetus. Further than that Cincinnati is a river town like St. Louis, and its disadvantages as against a lake port are actual. The lakes are, except a month or two in winter, real sources of business. The river is more or less uncertain at all times and is in continual rivalry with railways. If Pittsburg furnishes an exception to this general law it is because she is favorably placed with regard to the supplies which she uses for her prosperity. Hers is a natural possession. It is only recently that the newspaper conditions in Cleveland became crystalized and the recent changes that have been made in their control recall to old timers

the radical readjustments made about a quarter of a century ago. Men and conditions are widely different, but then, as now, a new order of things began.

In the early eighties the *Leader* was easily the foremost paper of the city. The *Herald*, older and formerly more sure of its prestige and position, had become atrophied, or, at least failed to keep pace with the times. With Edwin Cowles at the head of the *Leader*, as editor-in-chief and principal owner, and Eugene H. Perdue as its ambitious and energetic, if often arbitrary business manager, the *Leader* had bought and absorbed the *Evening News*, a two-cent paper established a few years before. In the morning, evening and Sunday field the *Leader* and its *Evening News* annex held the leading position in Cleveland journalism. John C. Covert, now Consul at Lyons, France, was then managing editor, having succeeded Frank H. Mason, now Consul-General at Paris, and the late W. N. Hudson. The staff was not large but enthusiastic and full of life.

Competition was not formidable, judged by modern standards. The *Herald* had passed from one ownership to another, sinking money for A. W. Fairbanks, William Perry Fogg, R. C. Parsons and the late Senator Hanna. Numerous changes had taken place in its management and staff, about the only fixture being J. H. A. Bone, now the veteran editorial writer of the *Plain Dealer*. The *Herald* was especially weak in the afternoon field, where it encountered not only the opposition of the *Evening News* but also of the penny *Press*.

This little sheet, as it was in those days, had been started in 1878, on a very small scale, but it had gained ground steadily, and within five years enjoyed a large street sale and income enough to whet the ambition of its owners and permit the gradual expansion of their property. E. W. Scripps and J. B. Sweeney, both of Detroit, had fathered the enterprise. W. H. Little was their

city editor, Scripps taking editorial charge and Sweeney running the business office. In 1881 Little was editor, and in 1882 R. F. Paine, a youngster of much energy and resourcefulness, became city editor. Since then he has been a master spirit in the development of the paper.

At the time when the *Press* was becoming an important factor in the newspaper situation the *Plain Dealer* was the organ of the Democratic party, then, as now, usually in the minority in Cleveland and Ohio. It was an afternoon paper owned chiefly by Major William W. Armstrong, an active Democratic politician. His paper had been brightened and given wide prominence for a time by the early work of the late "Artemus Ward," as Charles F. Browne styled himself in his written and declaimed jesting. But although George Hoyt was a bright and entertaining editorial writer and N. S. Cobleigh, now cable editor of the *New York World*, was an earnest worker at the head of a small city staff, the *Plain Dealer* was hopelessly out of touch with the drift of the times in journalism. It was rather a political organ than a modern newspaper.

In the spring of 1885 a great change took place in Cleveland newspapers. The *Leader* and the *Plain Dealer* bought the *Herald*, the former taking its subscription lists and evening associated press franchise, and the latter its morning and Sunday franchise and its mechanical plant. The *Leader* re-christened its evening edition as the *News and Herald*, and the *Plain Dealer* moved into the building from which the *Herald* had been published. The result was a great increase in the prestige and profits of the *Leader*, while the *Plain Dealer*, passing into the hands of a company headed by E. H. Holden, now the owner of the paper, entered upon a much wider field and began a struggle gradually acquiring its present position. As the morning and Sunday editions of the *Plain Dealer* developed and gained some

ground its afternoon editions became relatively less and less important. In January, 1893, Mr. Holden took personal direction of the paper, and called Charles E. Kennedy to a leading position in his service. With the exception of comparatively brief absences from Cleveland, as advertising manager in New York and in the counting-room of the St. Louis *Post-Dispatch*, Mr. Kennedy has since been one of the makers of the *Plain Dealer*.

In connection with Mr. Elbert H. Baker, long advertising solicitor for the *Leader*, Mr. Kennedy took charge of the *Plain Dealer* on a ten year working lease, about eight years ago. Baker became business manager and Kennedy editor. Mr. Holden remained president of the company but withdrew from all active control of the paper. Many improvements followed and the *Plain Dealer* made rapid progress, being carried along by the remarkable growth of the city and enjoying comparative freedom from up-to-date opposition, except in the afternoon field. The paper was made independent, with Democratic leanings, and its success in gaining Republican readers was noteworthy.

At the time when the *Plain Dealer* and the *Press* were being pushed vigorously, the *Leader* suffered from division of counsel and other exigencies created by the death of Edwin Cowles, in 1890. His great newspaper property, worth more than a million dollars in the market, was tied up in the control of a board of trustees and anything like sustained enterprise and broadly progressive policy in building up the property and keeping it to the front by liberal expenditures became increasingly difficult. The *Leader* drifted, in some respects, while its rivals were rowing hard up-stream, although it was always clean, strong and public-spirited in policy and always retained a large clientele, held by the earnest efforts of a loyal staff working under grave disadvantages. For two years Hon. John C. Covert

and E. H. Perdue divided the control of the paper, and from 1894 to 1904 James B. Morrow, the well-known Washington correspondent, was editor-in-chief. Until 1901 Mr. Perdue remained in control of the business office, finally selling out nearly all of his large interest in the property and retiring. Thereafter Mr. Charles W. Chase, son-in-law of the late Edwin Cowles, was president and head of the Leader Company, S. W. Meek being engaged as business manager. In the spring of 1904 Mr. E. R. Johnstone was made editor-in-chief, retiring this summer.

Meanwhile the Cleveland *World* had been started in 1899 by B. F. Bower, of Detroit, and George A. Robertson, long connected with Cleveland newspapers. It was the first one-cent paper of eight pages in Cleveland, and it gained immediate popularity. In 1895 the *World's* plant was burned and soon afterward it was bought by Robert P. Porter, of Census Bureau fame. Mr. Bower and Mr. Robertson retired, and Porter took charge with a great flourish of trumpets. In November, 1896, a receivership followed his brief career in Cleveland. Later Mr. Bower bought the *World* again, but competition had become more formidable and the paper was hampered by lack of adequate capital. It had no press franchise, being dependent upon working arrangements with the Scripps-McRae League, the owners of the *World's* rival, the *Press*.

Last year Mr. Bower sold the *World*, and after a few transition changes it became the property of Mr. Charles A. Otis, Jr., a young business man of wealth and energy, who knew only success in his many undertakings. Immediately the *World* made rapid upward strides. Mr. Bower was employed as manager and the staff was greatly enlarged and strengthened. In May Mr. Otis made a master stroke by purchasing from the Cowles estate the controlling interest in the *Leader* and the *News and Herald*. He

soon sold his interest in the *Leader* to Mr. Medill McCormick, publisher of the *Chicago Tribune* and grandson of the late Joseph Medill, long famous as the editor and chief owner of that paper, but the *News and Herald* were sold by the Leader Printing Company to the *World*. The latter thereby acquired the full evening franchise in the Associated Press and added many thousands to its subscription lists. Mr. Otis followed this stroke by purchasing the evening franchise, good will and subscription lists of the *Plain Dealer*, making the *World-News*, as he re-christened his paper, sole master of the evening field in Cleveland, as to Associated Press service, and adding much to its already great popularity and prestige. The *World-News* and the *Press* now divide the afternoon field in a city of half a million population, which is surrounded by thriving and progressive suburbs.

In like manner the morning field, for papers published in English, is divided between the *Leader* and the *Plain Dealer*. The latter is going on its way with the excellent patronage and prestige of years of undeniable success, but the *Leader* is advancing by leaps and bounds. Its management is in new and energetic hands, and its resources are ample for all needs. Mr. Medill McCormick has made Mr. H. S. Thalheimer, lately the New York business representative of the *Chicago Tribune*, his business manager, and Mr. N. C. Wright, lately editorial manager of the *Indianapolis Journal*, long with the Associated Press, and for nearly a year managing editor of the *Leader*, is the executive head of the editorial department. The *Leader's* influence and popularity are fast increasing, and its future bids fair to surpass the best days of its history.

The Cleveland newspaper field has been cleared, meanwhile, of abortive and feeble papers like the *Recorder*, started with much ado in 1895 and shortly turned into a single-tax organ by Tom L.

Johnson, now Mayor of Cleveland and Louis F. Post, now of Chicago. This publication maintained a precarious and dwindling existence for many years after Johnson wearied of pouring money into its till, but it gradually dried up, under George A. Robertson's management, and left the city to four papers—the *World-News* and the *Press* in the afternoon, and the *Leader* and *Plain Dealer* in the morning.

One of the curiosities of Cleveland is the publication of a weekly paper devoted to shipping, which is the rival of the best and the equal of any printed the world over. It is called the *Marine Review*—and it takes the widest and most liberal as well as the most intimate interest in the marine affairs of the world. Cleveland is no small port and they are now considering the expenditure of ten millions for docks and the terminal facilities of railways, which with the present accommodations will lift the town to the rank of a first-class port in line with Liverpool, Antwerp and London. The *Marine Review* concerns itself chiefly with engines, but it is a sailor man's paper for all that, and the New York shipper frequently refers to it for information not contained in his own local and technical sheets.

Independent of these journals there is a great body of weekly and bi-weekly publications, among them the *Catholic Universe*, which is of course a sectarian journal but ably edited and widely circulated. The *Ohio Farmer*, which claims a hundred thousand circulation, and papers in the German, Polish and other languages addressing their peculiar clientele.

THE best advertising is that which makes a direct proposition to the reader, inviting him to act.

A good deal of thought was given to the compilation of a little book from the *American Artisan*, Chicago, and with its advertising aphorisms and letters from advertisers in that journal it makes a strong showing for the *American Artisan's* value as a medium.

THE MAKING OF A BIG CATALOGUE.

The July number of *Among Ourselves*, the business periodical of Montgomery Ward & Co., contains an interesting article on how the mammoth catalogue issued by the great mail-order house is prepared.

"Montgomery Ward & Co.'s catalogue is unique in many respects, but it differs from all others most in that every precaution is taken to eliminate the enthusiasm of buyers in writing the description of articles, and that all trade terms are omitted. Great effort is made and care taken to see that a spade is called a spade in plain language, easily understood by the least posted person on any line. For this reason all factory descriptions are ignored and the buyer who is well informed through his experience in handling those customers who buy from a catalogue, and is an authority in his particular line of goods, sets the article up before him and words his description as if talking to a person knowing nothing of the ins and outs of the trade.

"One of the most interesting questions to persons familiar with the amount of work necessary in such an undertaking is, how the enormous amount of copy required is prepared. It appears to them, and with reason, that it would not only take an immense number of people to compile this, if the work was crowded into the few months preceding the appearance of the first copies, but that it would mean an outlay of energy almost impossible under such conditions. As a matter of fact this copy or material for the following number of the catalogue is being collected and prepared by the division managers and buyers during the entire year. One issue is hardly off their hands before they are having illustrations made and descriptive matter written and in shape for the finishing touches when copy is called for by the advertising manager the next year. This material is of course subject to revision and correction and a

continual watch is kept for new ideas and goods appearing on the market during the months intervening.

"When one considers that the space occupied in the catalogue by any article is of great value to the division and the firm, it will be seen that the selling value of an item must be considered; the policy of Ward Montgomery & Co. as to quality and price value must be upheld by thorough investigation as to the merits of the article quoted; the ability of the manufacturers or importers to deliver certain goods in sufficient quantities to satisfy the demand for them without the least delay throughout the entire life of the catalogue must be carefully looked into; the manager must satisfy himself that the latest practical improvements made in the particular kind of goods are embodied in the article quoted, and that the chances of anyone being able to manufacture or offer the same goods at a lower price are of the smallest. In fact every phase of the question must have continual attention and copy for the catalogue must be kept in such shape that it can be turned in on reasonably short notice when required.

"When the material or copy of a certain division is completed it is turned in to the advertising department. Here it is touched up, headings supplied, exaggerations that may have unconsciously crept in are toned down, the important features emphasized and given prominence, and it is passed along with the illustrations necessary to the compositors."

The first price list of Montgomery Ward & Co., issued in 1872, consisted of a broadside mailed to farmers. The current catalogue contains 1,200 pages and a single copy of it weighs six pounds. Galley proofs of the matter contained measure nearly a mile in length. On account of the many illustrations used all composition is done by hand and the edition is so large that it is said there is only one concern in Chicago capable of printing and binding it in the time allotted.

DUPLICATION OF CIRCULATION.

JACKSONVILLE, Fla., August 22, 1905.
Editor of PRINTERS' INK:

I do not recall that I have noticed anyone else raising the question with reference to the class publications in the newspaper business. We have a number of very excellent advertising agencies, and quite a number of them have directories which are supposed to contain accurate statements of newspaper circulations. I do not recall that there is a single one that has not got some publication more or less pretentious along this line. There is not a single wise one among them who does not advertise in our newspaper. The question arises should we put an advertisement in every directory and in each one of the many excellent class publications? For instance, suppose that we advertised in *PRINTERS' INK*; it is reasonable to suppose that every prominent advertiser who is a possible customer of the newspaper gets *PRINTERS' INK*. Suppose that we should advertise in the seven or eight excellent publications that have been established for the same identical purpose, would not every one of these seven publications go to identically the same people, and would this duplication of circulation pay?

I have a list that runs between 6,000 and 7,000 names that is supposed to be an accurate list of the advertisers in all the leading centers of the country. I could send out special advertising matter to every one of these advertisers throughout for what it would cost in each one of these publications. Now, when it comes to advertising in a newspaper, we do not believe that there is an advertiser in the United States who would advertise in our newspaper if he felt that he was advertising in identically the same circulation that had already been covered. We get our advertising largely on the principle that the circulation is not duplicated. Now, if we only used one of these publications a year, to say nothing of the directories, it would take us about seven years to go around. If we used them all every year it would take every possible modicum of profit from foreign advertising to pay the bills. The question I raise then is whether it is wise to use this duplication of circulation every year.

RUPUS A. RUSSELL,
 Bus. Mgr. Jacksonville, Fla., *Metropolis*.

In reply to the above *PRINTERS' INK* would say:

AS TO DIRECTORIES.

If business manager Russell will write down a list of the "very excellent advertising agencies," naming on it none save those of whose excellence he has personal knowledge, he will find the list is not as large as he thought it would be.

When he has his list prepared, if he will make a mark against the name of each advertising agency that issues a newspaper Directory that he—Manager Russell—supposes contains "accurate statements of newspaper circulation" he will be again surprised to find that the number of such Direc-

tories is smaller than he had thought.

Manager Russell will admit that no newspaper Directory can give "accurate statements of newspaper circulation" without having a definition of what is meant by circulation. If he reduces his list of Directories "more or less pretentious" by eliminating those that have no such definition he will find it reduced to a single one.

When manager Russell has proceeded so far, he will no longer need advice as to how many directories he should select for his advertisement.

AS TO ADVERTISING JOURNALS.

It is not probable that every item that appears in every issue of *PRINTERS' INK* is carefully read by every advertiser "who is a possible customer" for manager Russell's paper. It is probable however, that *PRINTERS' INK* is read more thoroughly by more "possible customers" than any other if "the seven or eight excellent publications that have been established for the same identical purpose."

It is not probable that *PRINTERS' INK* goes to identically the same people who read the "seven or eight excellent publications" that have been established to share its field since *PRINTERS' INK* discovered and proved that there was such a field; but it is probable that *PRINTERS' INK* goes to more readers than any of the others and is more read than all the others. When manager Russell has ascertained what will be the cost of inserting an announcement in *PRINTERS' INK*, and what it will cost to insert the same in each of "the seven or eight" competitors, and in all of "the seven or eight," he will then find it easy to decide which he should select.

If manager Russell would send a postal card to the 6,000 or 7,000 names of advertisers of which he has a list, the cost will be \$60 or \$70 for the cards, with the cost of printing and mailing to be added. The same matter can be inserted in space of a quarter page in *PRINTERS' INK* for \$10, or in space of a full page for \$40 and

will go to 15,000 names instead of to 6,000 or 7,000.

There is a good deal of almost superstitious dread of duplicating circulation. Does manager Russell reflect that the man who puts an advertisement in the *Metropolis*, to appear three times, duplicates his audience twice over?

If manager Russell should advertise in all the periodicals published, and address a circular to each of the eighty millions of human beings that exist in the United States, he would still fall short of impressing everybody with the importance of his story. No one should try to reach everybody. No one can afford to attempt that. Every advertiser should aim to reach the largest number possible to be reached for a price that seems reasonable in view of the probable result. He need not be afraid of duplication, but he ought to steer clear of all attempts to advertise in everything with a hope of reaching everybody.

If most advertisers cut their list of mediums three-quarters, and used the remaining quarter more liberally they would be more uniformly prosperous—more uniformly successful.

THE STING OF THE SEA SERPENT.

Presumably the native population, and especially the hotel keepers, of Old Orchard are happy. They have "worked" practically all the newspapers in the country into printing, at the season of the year when it would do the most good, a yarn about the carcass of a sea serpent that didn't drift to their beach, and they have been agile enough in getting out of sight the miserable remnant of a commonplace whale that did drift there to be able for the rest of the season to keep up, with their more unsophisticated guests, a pretense that the demised cetacean was a very mysterious and wonderful left-over from the reptilian age. That, presumably, is "business." If the yarn had been better, its mendacity would have irritated us less, but it was a poor yarn, told without a single artistic touch, and without any attempt whatever to utilize the large amount of knowledge that is on tap for him who would talk intelligently or even amusingly about sea serpents. They were, and possibly are, extremely interesting creatures, and it is a pity to use them clumsily, even for advertising purposes.—*New York Times*.

THE SONG OF "HIRE BALMER."

WITH APOLOGIES TO THE MEMORY AND DESCENDANTS OF THE GREAT POET.

Let us sing of Thomas Balmer.
Of bewhiskered bustling Thomas
From the land of the Tobacco;
Of his trip from Duke to Barron.

How he lingered on the journey
Taking heed of woman's Knitting.
In the Journal of the Bok-man;
In the organ of the fair sex;
In that very vital organ
With a million circulation.

How he told the advertiser
When and why he ought to use it.
Said a column next to Tetting
For results could not be equaled.
How he went from Bok to Butterick;
To the home of many Patterns
From the camp of the reformer.

Here he found the field more fitting,
Just as women did who purchased
From the Stock of punctured paper
While he held the forms for copy
In the print shop of the Trio.

As he strove his ways ran Wilder,
Wild: still they seemed to scurry
"Till "trade aid" and "textile" waters
Deep engulfed this women's threesome;
Buried all their stolid lifework
In a tidal wave of progress.

Then behold he saw handwriting
On the wall of common carriers.
On the wall, or chesty check-book
Of that most uncommon Collier.
Of that brainy Street Car Barron
Who has gathered many leases;
Street Car advertising leases
On the lines throughout the Country.
Throughout all the blooming Country,
So a man may tell his story
To a strapped and seated public
When their minds are most receptive
To the reason for a purchase.

Thus it comes to pass directly
We behold a car card expert
In this erstwhile doubting Thomas.
Doubting first if leaf tobacco
Ever stood to make his fortune.
Doubting next if dinky copy
Ever paid the man who ran it.
Doubting last of all so runs it
If the magazines were in it
With the cars to Pull the public.
For say he—who rides may read it,
Read it while his daily papers
Idly flaps apace before him
As he gazes at the high lights
On the trolley car's horizon.
Gazes long until he hankers
For the very things they tell of.

This then is the song we promised.
How men sought to Hire Balmer,
Each one yielding many dollars
In the struggle for his service;
For his wise and able service
Did they bid these many thousands.
—Faintly still comes back the Echo
"Hire Balmer," "Hire Balmer."

Geo. E. Hall.

A BOOKLET for retailers, listing ribbons, and a folder for milliners, announcing a trimmed pattern hat opening, comes from L. Dannenbaum's Son & Co., Philadelphia. Both show taste and conservative statement in text matter, but might be more daintily displayed typographically. Dainty goods, dainty literature,

AN ODD ADVERTISING SITUATION.

Judging from its name one would naturally suppose that the *Anaconda Standard* devoted the greater portion of its space to news pertaining to Anaconda, but such is not the case. Its principal circulation field is Butte, where the greater portion of its revenue is derived from. It has a special train service daily to facilitate distribution. The newspaper directories in cataloguing the *Standard* should, rightly, index it under Butte, for an advertiser unfamiliar with the field, naturally does not know or would hardly think it possible that a paper covering the field has its seat of publication in a small town miles away.

To give a clearer idea of the way an advertiser is liable to err in covering Montana, we cite the case of an advertiser whose business recently passed through one of the agencies. In sending copy to the *Anaconda Standard*, space was left blank for the name of the merchant in Anaconda who handles the goods. The *Standard* immediately wired for permission to fill in the name of the Butte agent, as otherwise the advertiser would not get the benefit of the paper's circulation in Butte, which is five times as great as its circulation in Anaconda.—*Newspaperdom*.

ADVERTISING SELLS PIANOS IN SUMMER.

The department stores of Philadelphia must be credited with teaching the public that summer is a good time to buy pianos. How have they done this? For many years it was the custom of the legitimate piano dealers of Philadelphia to cease advertising during the warm, dull months, and consequently the public was little interested or gave little thought to piano buying in warm weather. The Department stores continue their heavy advertising during the summer, and naturally give as much space to piano and musical instrument buying as in the winter. The result is that the public have begun to look upon the warm months quite favorably for piano buying as in the winter.—*Music Trade Review*.

"WHEN Men Talk Clothes" is a fall and winter handbook from the English Woolen Mills Co., Cleveland, describing and picturing current styles and emphasizing the value of tailored garments over ready-made. This concern has stores in Cleveland, Detroit, Cincinnati, Dayton and Louisville, and offers in connection with them the following unique service: "When you travel you may purchase suit, overcoat, or other garment at any one of our stores and have it pressed or repaired free of charge, at any or all of our other stores. You may order at one store and obtain a fitting and delivery at any other store that may be more convenient. If you wish to duplicate a worn garment or one that has met with an accident, you may do it at any of the other stores. We carry identical stocks in all; same prices at all. On request, your measurements and tastes will be recorded in all our stores."

WHY MUCH ADVERTISING MATTER SENT ABROAD NEVER PAYS.

Allen & Co., of Melbourne, Australia, in a recent communication to Lyon & Healy, state that fully 50 per cent of American letters are under-stamped. This has become a source of great irritation to all Australian merchants, and does not tend to help American houses in their quest for business.

It may be of interest to know that Lyon & Healy deal with this matter by having a distinctive envelope, bright yellow in color, for all foreign letters, and that all such letters are especially weighed by their mailing department.

Australia and all foreign countries charge double for any shortage they may find in the postage of a letter, so a letter sent to Australia bearing a 5-cent stamp that weighs even a hair over half an ounce, is delivered only upon payment of 10 cents by the unfortunate Australian. This is equally true of all foreign countries. So these letters should be subjected to a much closer scrutiny than letters sent to any part of America.

If Allen & Co. are correct in their statement that 50 per cent of American letters are under-stamped, the subject is well worth looking into.—*Music Trade Review*.

BULLETIN 27 from the H. T. Paiste Co., Philadelphia, shows an extended line of electrical sundries, and is commendable for its neat arrangement of type and cuts, the convenient size of the pages and the minuteness with which pictures show each detail of small electrical appliances.

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.00 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

NEW YORK REPRESENTATIVE.

News or advertising.
STRINGFIELD, 4 West 101st Street, N. Y.

ADWRITERS wanted; commission basis. Address with stamp, ARCHBOLD'S ADS, Afton Place, Cleveland, Ohio.

SPECIAL representative in East to handle business of EVENING BULLETIN, Honolulu. Write direct and state terms.

WANTED—To buy Trade Directories, new or second-hand. Give date and publisher. AGOGA PUBLISHING CO., 415 Lucas Ave., St. Louis.

A YOUNG man desires position evenings assisting advertiser—any agency or business. Experience main object. "W. D. B." Printers' Ink.

IF you want an enterprising man to represent you in England, ask "ARNOLDS" to put you in touch. 3 Exmouth Mansions, Exmouth Street, London, W. C.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

WANTED—A New York representative to send monthly trade letter and solicit advertising; well established Western trade magazine. Send references "TRADE MAGAZINE," P. L.

POSITIONS open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWSPAPER MEN'S EXCHANGE, 368 Main St., Springfield, Mass.

CONCERNING TYPE—A Cyclopaedia of Everyday Information for the Non-Printer Advertising Man; get "specimen"; 64 pp., 50c. postpaid; sent wanted. A. S. CARROLL, 190 Nassau St., N. Y.

ADVERTISING Solicitor wanted to represent monthly publications; exclusive field. Experienced man representing other papers acceptable. J. H. WINSLOW, Commonwealth Trust Bldg., Phila., Pa.

WANTED a competent trade paper man—one who can edit an industrial paper and prepare good copy. Single man preferred. State salary wanted; give references. Address Box 646, Atlanta, Ga.

TO conduct an "advertising assistance" department for live trade paper. Now writing for bakers' paper. Three years' experience. Particulars from CROWNINGSHIELD, Foote Ave., Colorado Springs, Colo.

EXCLUSIVE and highly original syndicate cuts for leading lines of trade, banks and real estate firms. No two systems alike. Advertising departments of daily newspapers should send for rates and specimens. P. O. BOX 96, Los Angeles, Cal.

EVERY ADVERTISER and mail-order dealer should read THE WESTERN MONTHLY, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 816 Grand Ave., Kansas City, Mo.

ADWRITER

and Designer wants position in Illinois or Missouri, preferably St. Louis. Thoroughly competent. Can furnish reference. State salary and pay. Address "C. B.," 324 Prairie St., Greenville, Ill.

YOUNG man, now cashier of a bank in New England, must remove to more favorable climate in the West; college graduate '95; 10 years' business and banking experience; now taking advertising course; will take position in business or advertising; highest references. "E. H. W.," Printers' Ink.

YOUNG MEN AND WOMEN

Y of ability who seek positions as adwriters and ad managers should use the certified column of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

TRADE PAPER PUBLISHERS.

I seek new connections as advertising solicitor. Am now engaged as circulation manager, old-established technical journal. Experienced solicitor and manager of salesmen, advertising, circulation and general publishing business. Age 38. A practical printer and a clean-cut, vigorous, absolutely reliable business man. Address "EASTERN TERRITORY," Printers' Ink.

AN OPPORTUNITY FOR YOU—Many men fail to succeed through lack of opportunity. We lack the right men to fill hundreds of high-grade opportunities now on our lists. We have Executive, Clerical, Technical and Salesman positions, paying from \$1,000 to \$5,000 a year, which must be filled at once. If you want to better your condition write for plan and booklet. Offices in 12 cities. HAPGOOD'S (Inc.), Brain Brokers, Suite 211, 309 Broadway, New York.

AN-AD-AGE. We own 40 MILLION. LETTERS we mean. All kinds recently received from Periodical advertising. Submit samples, price per 1,000, state latest and oldest dates and send copies of your ads. When wanting classified letters to circulate call or write. We need additional capital and silent or active partner to promote our enterprise in every large city to prodigious proportions. Address AD-AGE EX-PERTS, 506 Broadway, N. Y.

I WANT to get in touch with an advertising agency or business house, anywhere, requiring the services of an energetic and thoroughly competent rate and detail man; 25 years of age; single. Apply "AL RATE MAN," Printers' Ink Office.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$5,000 place, another \$2,500, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL Advertising and Business Expert, 1467 Temple Court, New York.

Death Knell of Mail Order

Trade is being rung. A perfected system (copyright) is now within the reach of publishers and dealers, who should seize the opportunity to quadruple their circulation and advertising patronage, and local dealers to double their sales. One dollar brings details and membership in

THE ANT.-MAIL ORDER LEAGUE,

TORLAS, NEE

F. H. Burdick, Pres. J. H. Tubbs, Sec'y.

Experienced Advertising Woman,

26 years old; college graduate; broad experience in all branches of publicity; strong, forceful writer; capable of turning out a newspaper page a day (salesmanship, not drive); seeks favorable department—store or newspaper opening on Pacific Coast or Middle West. Address "ABILITY," care of Printers' Ink.

WANTED.

Publishers will confer a great favor upon this office by mailing at once their latest Rate Cards, etc., as we are revising our rate system. J. C. MOSS ADVERTISING AGENCY, Buffalo, N. Y.

\$3,000 Ad Man Wants Chance to Grow with Progressive House.

Has large department store and other experience; gets profitable results; when rightly and enthusiastically backed and co-operated with;

sensible, convincing, "reason why" writer; makes strong, bold display. PRINTERS' INK heartily indorses and frequently uses examples of his work and has used many of his editorial paragraphs and articles; careful, competent, energetic; good organizer; vigorous worker rather than vain talker; close observer and always watchful of general business welfare; helpful without meddling or "bottling in" sober; worthy of implicit confidence; now and for several years with solid two million business, and can stay indefinitely; ambitious to go ahead; desires equally permanent connection with equally pleasant surroundings, but with better opportunity to develop and advance with substantial, progressive mercantile business or manufacturing company. If you want an ad man who can "make good" on foregoing claims, address with full particulars or arrange for personal interview. "REFLEX," care of Printers' Ink.

FOR SALE—Six Monoline Typewriting Machines, will be sold low. Newspapers and printers want THE EVENING TIMES, St. John, N. B., for rock bottom prices for one or all.

Advertising or Sales Manager

Able and experienced manager (15 years) of Advertising and other departments of large manufacture, desires to change; satisfactory reasons. Expert advertiser, careful buyer, clear and forcible writer, understands technical details; has executive ability, skillful organizer and systematizer; familiar with modern methods of salesmanship. Seeks responsible position with enterprising concern.

Address "S. Q. R.," Printers' Ink.

ILLUSTRATIONS.



IT'S UP TO YOU

to illustrate the headlines of your advertisements now. Booklet containing 350 brilliant headlines and interesting opening chapters, each illustrated with specially designed cut, 25c. Cuts, 60c. each. FRANK S. AILES, 718 Drexel Bldg., Philadelphia, Pa.

ILLUSTRATE YOUR ADS.



THE SPATULA CUT CATALOGUE (4th ed.) Thousands of beautiful and appropriate half-tone and line cuts for ads, booklets, catalogues, circulars, magazines and papers. A picture book that is well worth all that is asked for it. Over 100 pp., 9 1/2 x 13 1/4, 50 cents (refunded on

\$2 order). **Beauty Books** Full-page art pictures from photos of sixty of the most beautiful women in the world. Heavy coated paper, 25c. Electrocs for sale. Cut Catalogue and Beauty Book together, 70c. Stamps taken. SPATULA PUB. CO., Sudbury Bldg., Boston, Mass.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, etching, lithographing, art printing. THE KINSLEY STUDIO, 245 B'way, N. Y.

ADVERTISING MEDIA.

HARDWARE DEALERS' MAGAZINE Circulation 17,500 (©©). 253 Broadway, New York.

THE EVANGEL.

Scranon, Pa.
Thirteenth year; 30c. agate line.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

MUSLIN SIGNS & BANNERS.

List Free. ART BANNERY, Wurtsboro, N. Y.

THE Raleigh (N. C.) EVENING TIMES carries at the head of its first page: "Circulation in Raleigh larger than that of all the rest of the papers in Raleigh combined."

THE Troy (Ohio) RECORD is a daily of the Montreal Star class published in a \$6.00 town. Circulation covers city and Central Miami County thoroughly. Send for rate card.

THE INDUSTRIOUS HEN, 617 Gay St., Knoxville, Tenn., is the South's leading poultry journal. Read by thousands, she brings her advertisers results. Subscription, 50 cents a year.

WATERTOWN TIMES—Biggest and best circulation in Northern counties—4,435 daily, Jan. to July, 1906. Delivered by carriers in every important town in its field. Semi-weekly average, 4,665.

SELECT COUNTY WEEKLIES.
FULTON, N. Y. OBSERVER, leading weekly of Oswego Co.; member of Select County Weeklies; circulation, 2,500 and growing; 10c. an inch, net.

CRABTREE'S CHATTANOOGA PRESS, Chattanooga, Tenn., 92,152 circulation guaranteed, proven; 350,000 readers. Best medium South for mail-order and general advertising. Rate, 15 cents a line for keyed ads. No proof, no pay.

ADVERTISERS, do you want to reach Wolfeboro, N. H.? Do you think it would be to your advantage to use the columns of the GRANITE STATE NEWS, which sends out 676 papers in Wolfeboro alone, or one to every family? Advertising rates, 10 cents an inch on time contracts. Circulation 1,566; nearly all local. Try it. GRANITE STATE NEWS, Wolfeboro, N. H.



THE SCHEMER,

Alliance, Ohio.

Keeps its subscribers busy coining money by posting them each month with 48 pages of the best agency, advertising, mail order and other schemes that get the \$\$\$; trial 3 months and catalogue of nearly 1,000 schemes, 10c.

WAHPETON GAZETTE,

WEEKLY,

Wahpeton North Dakota.

Positively the largest circulation in Richland County, N. D., one of the largest, most populous and richest counties in the famous Red River Valley.

Write for rate card.

IN ALL TEXAS

There is only one paper published exclusively in the interests of retail grocers and general merchants. By using its advertising columns you can talk direct to more merchants at less expense than in any other way. It circulates only in the Southwest. Sample copy and rate card if you ask it.

The Retail Merchant,
Dallas, Texas.

Progressive Monthly

A bright, energetic journal for mail order advertisers and agents. Under new management. Better than ever. Tells how to make and market quick selling mail goods. Subscription, 1 yr. 25c. Ads 10c. a line. 5,000 copies. Forms close 20th. Send 10c. for 3 mos. trial subscription.

James Mackay, Pub.,

Sta. "S," Brooklyn, N. Y.

THE Raleigh (N. C.) EVENING TIMES is the only Associated Press afternoon paper between Richmond and Atlanta. It is the only afternoon paper at North Carolina's Capital.

The Louisville (©©) COURIER-JOURNAL

presents to the advertiser a client-age representing the best intelligence and the wealth and progress of the great South.

COIN MAILER.

1,000 for \$3. 10,000. \$30. Any printing. Acme Coin Carrier Co., Ft. Madison, Ia.

PRINTERS.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

WE print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. THE BLAIR Ptg. CO., 514 Main St., Cincinnati, O.

Do You Need Printed Matter Of Any Kind?

I have secured the services of the brightest man in the advertising business to-day. I know what I am talking about and know my man. He is at your service if I do your printing. I print any or everything. I get up booklets and advertisements; or I will print a business card or a large catalogue. Kindly write me, if interested.

WM. JOHNSTON,

PRINTERS' INK PRESS,

10 Spruce St.,

New York.

Good Printing

1000 Business Cards

\$1.00

1000 Bond Letterheads

\$1.50

1000 XXX White Envelopes

\$1.50

1000 6 x 9 Circulars

\$1.00

Good paper. Printed same day received. Cash with order.

American Printing Co.,
2628 Washington Ave., St. Louis, Mo.

CARD INDEX SUPPLIES.

THE CARD INDEX QUESTION will be quickly and easily settled by getting catalogue and price from the manufacturers. This means the STANDARD INDEX CARD COMPANY, Rittenhouse Bldg., Phila.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical journal advtg. exclusively.

GOLDEN GATE ADVERTISING CO., 2400-2403 Sixteenth St., San Francisco, Cal.

H. V. KASTOR & SONS ADVERTISING COMPANY, Laclede Building, St. Louis, Mo.

THE H. L. IRELAND ADVERTISING AGENCY Handles but one business of a kind. 925 Chestnut Street, Philadelphia.

CURTIS-NEWHALL CO. Established 1886. Los Angeles, California, U. S. A. Newspaper, magazine, trade paper advertising.

PIONEER ADVERTISING CO., Honolulu—Cosmopolitan population makes our six years' experience valuable. Newspapers, billboards, walls, distributing, mailing lists.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

BARNHART AND SWASEY, San Francisco—Largest agency west of Chicago; employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

CANADIAN advertising promises results which invite most careful investigation. Write us for best list of papers to cover the whole field efficiently. THE DESBARATS ADVERTISING AGENCY, Ltd., Montreal.

PUBLISHING BUSINESS OPPORTUNITIES.

NEW YORK MONTHLY

If you are a successful advertising solicitor and have \$3,000 or \$4,000, and a desire to own a business of your own, I want to meet you.

I have for sale a small local monthly which should appeal to 100,000 people in New York City and suburbs.

\$2,500 will buy this property and \$1,500 or \$2,000 should furnish ample working capital.

For the right man this is an unusual opportunity.

Write or call on

EMERSON P. HARRIS

Broker in Publishing Property

253 BROADWAY


NEW YORK

ADDRESSING.

ENVELOPES, addressed for 75c. per M., wrap-pers 50c., from your own list. We sell the Standard Auto Addresser. Write us. B. F. JOLINE & CO., 123 Liberty St., N. Y.

AS "unusual things" are most profitable to my clients, I make only such. Bunches of my usual little Circulars so constantly lead to business from new people that I'd be glad to send you a bunch. What I would send you will be worth a 2-cent stamp. No postal cards. (See other adv.)

FRANCIS I. MAULE
406 Sanson St.
▲ PHILADELPHIA



FOR SALE.

SIMPLEX FOR SALE Reasonable. for want of use. **SLAUSON & BOYD**, Middletown, N. Y.

In the health belt of Southwest Texas. The Boerne Post and San Antonio Critic for sale.

ADWRITERS—250 copies Printers' Ink, \$3; one new copy McDonald's "Successful Advertising," \$1. **LYNN RICE**, St. Johnsbury, Vt.

STICKER CALENDARS, striking designs, attractive colors. Send for catalog of samples and prices. **DEPT. B, ST. LOUIS STICKER CO.**, St. Louis, Mo.

FOR SALE—Newspaper and Job Office in best town in Kentucky; established '86; \$3,500 building and plant, fine opening for daily. Address "DEMOCRAT," care Printers' Ink.

COUNTRY WEEKLY in growing county seat town of 5,000; agricultural community. Middle West; politics, independent democratic; good power plant. Paper has been established over 30 years and has nice job printing, subscription and advertising business, but hustler can greatly increase. Address, "ENTERPRISE," care Printers' Ink.

DOUBLE ENTRY BOOKKEEPING FOR DAILY AND WEEKLY PAPERS—A simple system showing at all times the volume and profits of each department. Easier to keep than no books at all. Used by such noted publishers as William Allen White, Emporia (Kan.), Gazette; Col. W. S. Cappeller, Mansfield (O.) News. Many endorsements like these: Franklin (Pa.) Daily News, "It is astonishing how your system simplifies the work of bookkeeping. No publisher should be without it." Bristol (Conn.) Press, "We like it very much." Hiawatha (Kan.) World, "Your books are the best we have run across for easily keeping a complete record of the business of a country newspaper office." The entire set of books cost \$6.75. Send for sample sheets and testimonials. **C. S. MUNGER & SON**, Herkimer, N. Y.

A BUSINESS OPPORTUNITY. FOR SALE AT A BARGAIN.

A well-known, popular monthly magazine. The editor is a prominent lecturer and professional man who hasn't the time to run the business end. Will sell outright, or two-thirds interest and retain editorship. A splendid money making proposition for the right parties. Circulation has doubled in the past six months. A fine advertising medium. Write to-day for further information and details.

Address "S. D. C.," care Printers' Ink.

PERIODICAL PUBLICITY.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (22). 253 Broadway, New York.

ILLUSTRATORS AND ILLUSTRATIONS

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

SPECIALIZED PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (22). 253 Broadway, New York.

COIN CARDS.

\$3 PER 1,000. Less for more any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

PROPRIETARY REMEDIES.

50 PINK TABLETS, 20 cents. Dr. Hazelton's great remedy for Constipation, Stomach and Liver trouble. Mild, yet the most thorough physic known in medical science.

Dose—1 or 2 at night.

W. M. F. HAZELTON, M. D., Jefferson, Okla.

ADDRESSES FOR SALE.

PICK YOUR PEOPLE.

Advertisers, Mail-Order Houses, Medicine Manufacturers, Implement Manufacturers, Publishers Farm and Family Papers and other classes of business, let us introduce you to our New Country Friend, his wife and his children, through our New Style. Personal Canvass, County Rural Route Directory (not list). Gives patron's name, also number of acres owned or rented; wife's name, name and ages of his children (even the baby), hired help, etc. Each Directory contains from 10,000 to 15,000 names that have never before been published. Rich agricultural counties in Illinois. You can pick your people for any special line of business. Can guarantee 100% delivery. Correspondence solicited. **CHAS. O. EBEL & CO.**, Terre Haute, Ind.

ADVERTISING.

JOHN CUTLER, WRITER OF ADVERTISING. Box 2312, Boston, Mass.

ADVERTISING—

The kind that tells;
The kind that sells.

LIPPMAN, 516 Master St., Phila.

OUR BUSINESS

Catchy and attractive advertising writing; moderate charges. The kind that "induces" patronage.

HOPKINS & LOCKWOOD CO.,

1 E. 42d St., N. Y. City.

If in need of such work write us. Send for "A Little Talk on Letters." We can increase

YOUR BUSINESS

The Adwriter's Rule

will enable

THE MERCHANT

with his superior knowledge of his own goods and methods, to prepare good ads in **LESS TIME** than it would take to furnish the professional adwriter with data—it gives all needed information about display, type, proof-reader's marks, etc., and points out selling points of any article or business.

BY MAIL FIFTY CENTS

Send for folder

L. ROMMEL, JR.

61d Merchant St., - Newark, N. J.

SUPPLIES.

CLOCK CARDS FOR TIME RECORDERS. Accurate work; prompt delivery; reasonable prices. "We pay the freight." Get estimates. LOUIS FINK & SONS, Fifth St., above Chestnut, Phila.

NOTE HEADINGS of Bond Paper, 5 1/2 x 1 1/2 inches, with envelopes (laid p. 100 for \$5c; 250 for \$1.10; 500 for \$1.60; 1,000 for \$2.50; 2,000 for \$4.10; 5,000 for \$11.00. Send for samples. MERIT PRESS, Bethlehem, Pa.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the tract. Special prices to cash buyers.

ADVERTISEMENT CONSTRUCTORS.

OUR STAFF of expert writers will make your advertisement or your booklet a paying investment. Phone, 2759 Gramercy, R. C. GAMBER, Flatiron Building, New York.

PERHAPS a recent circular of mine, treating of the possibilities of the "Follow Up Letter," might interest you! If so I will gladly mail you a copy of it—free, of course. No. 47, FRANCIS I. MAULE, 406 Sansom St., Phila.

MY work is—providing business, obtaining advertising for a few clients. I originate and write clear, forcible, convincing magazine and mail-order advertisements. For many years I have written ads, booklets, pamphlets, catalogues, follow-up letters, etc., for the most exacting customers, covering a wide range of subjects, from pianos to patent medicines, from canned goods to machinery, etc. Never struck a failure. If you are very particular about your advertising, write to me. Results to you continual. My services temporary or continual. Month or piece. CLIFDEN WILD, 518 Royal Insurance Building, Chicago.

Give me an idea of what you want, and

Ads that advertise
ERNEST C WHITE
LIBERTY NY

Service that secures success.

I will give you an idea of what you need.

SPECIAL NOTICE.

DISSOLUTION OF COPARTNERSHIP.

The copartnership heretofore existing between George P. Howell, Wm. F. Hamblin and Frank W. Tully, doing business as advertising agents under the firm name of George P. Howell & Co., at No. 10 Spruce St., New York City, is hereby dissolved by the retirement of Mr. Howell. The business will be continued by the said Hamblin & Tully, under the firm name of Geo. P. Howell & Co., as heretofore. All obligations will be assumed by the new firm and all collections will be made by them.

W. F. HAMBLIN.
F. W. TULLY.
GEO. P. HOWELL.

New York, August 1, 1905.

ELECTROTYPERS.

WE make the electrotypes for PRINTERS' INK. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. WEBSTER, CRAWFORD & CALDER 45 Hove St., New York.

POSTAGE STAMPS.

U. S. or Canadian; ship c.o.d. R. E. ORSER, broker, R. 6, 94 Dearborn St., Chicago, Ill.

CLASS PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (© 9). 353 Broadway, New York.

TIN BOXES.

IF you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cascarets, Iuylers, Vaseline, Sanitol, Dr. Charles Fleisch Food, New Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. **AMERICAN STOPPER COMPANY, 11 Verona Street, Brooklyn, N. Y.** The largest maker of TIN BOXES outside the Trust.

PAPER.

B. BASSETT & SUTPHIN, 45 Beekman St., New York City. Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

T. TYPEWRITING PAPER. Buy direct from the manufacturer and save the middleman's profit. We sell any size and grade of paper desired. We offer a special package (six kinds of paper) worth \$3.45 for \$2.50. Send five cents for samples and special order. **FENN PAPER CO., 15 N. 6th St., Philadelphia, Pa.**

E. ENVELOPES PLAIN OR PRINTED. We manufacture all kinds of envelopes and sell them direct to consumers. Special low figure for those using large quantities. We sell envelopes from 48 cents per thousand up. Set of samples mailed for five cents postage. Send sample and give quantity desired. **FENN CO., Box 131 B, Philadelphia, Pa.**

PREMIUMS.

R. RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 600-page list price illustrated catalogue, published annually, 33d issue now ready; free. **S. F. MYERS CO., 47w. and 49 Maiden Lane, N. Y.**

ADDRESSING MACHINES.

A. ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. **WALLACE & CO., 29 Murray St., New York. 1310 Pontiac Bldg., 308 Dearborn St., Chicago, Ill.**

POST CARDS.

HALF TONES made from photographs of hotels, local views, business buildings, etc., suitable for printing on post cards. Also print post cards. Prices and samples furnished. **STANDARD, 61 Ann St., N. Y.**

MAKE "Follow-Up-Letter," that neither "bully" nor beg, Catalogs, Folders, Price-lists, Catalogues, Mailing Cards, Booklets, Notices, Newspaper, Periodicals, and Trade Journal Advertisements, etc.; all of these anti-rut. (See other adv.)

FRANCIS I. MAULE
406 Sansom St.
PHILADELPHIA



TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (C). 235 Broadway, New York.

"REAL ESTATE." Amsterdam, N. Y., circulation 3,000, for real estate dealers and owners; \$1 a year; names of buyers each month.

IMITATION TYPEWRITTEN LETTERS.

IMITATION Typewritten Letters. "Small Quantities at Small Prices," 100, 50c.; 200, 95c.; 500, \$1.25; 500, \$1.50, prepaid. Write for booklet and specimens. HOPKINS CO., 1 E. 42d St., N. Y.

ADVERTISING NOVELTIES.

AGENTS wanted to sell ad novelties, 5% com. 3 samples, 10c. J. C. KENYON, Owego, N. Y.

CRYSTAL Paper Weights with your advertisement, \$15 per 100. Catalog adv. novelties free. ST. LOUIS BROTHER CO., St. Louis, Mo.

NEW lines of syndicate cuts (no two systems alike) that are selling well in old territory. Experienced local or travelling agents wanted. P. O. BOX 86, Los Angeles, Cal.

CALENDAR & THERMOMETER COMBINED. Printed in colors; a cheap and effective adv. Send 10c. for sample and prices. LARGE & HIKER, 323 Richardson St., Brooklyn, N. Y.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ac before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

TO MANUFACTURERS OF ADVERTISING NOVELTIES

I travel in Ohio, Kentucky and West Virginia with a line of Advertising Goods, and save calls every day for "Something New." If you have anything attractive or catchy that you want sold in this territory, send samples and prices.

ROSS DIXON.

Manufacturers' Agent, Chillicothe, Ohio.

TO LET.

TO LET.—The offices, No. 10 Spruce Street, for nearly thirty years occupied by Geo. P. Rowell & Co., Advertising Agents, consisting of the store floor, 25th, and basement and subcellar of same dimensions; also janitor's apartments. Possession given Sept. 15th. Apply to RUTLAND & WHITING CO., Real Estate Agents, No. 5 Beekman Street, or to Chas. J. Zinger, business manager of Printers' Ink.

BOOKS.

PATENTS THAT PROTECT.—72 p. book mailed free. H. S. & A. B. LACEY, Patent and Trade-Mark Experts, Washington, D. C. Established 1869.

ADVERTISING RECORDS.

THE ADVERTISERS' RESULT RECORD is the very best way of keeping track of inquiries and cash returns from mail-order ads. It will save hundreds of dollars yearly. Used by the most successful concerns. Sample page free to mail-order advertisers who ask for it on their business letterhead. CALVERT SUPPLY CO., 219 N. Broadway, Baltimore, Md.

CARDS.

POST CARDS of every description are made by us. We ship to all parts of the world. Particulars on request. U. S. SOUVENIR POST CARD CO., 1140 Broadway, N. Y.

X-MAS CARDS

Six fetching styles. High-grade. Low priced. \$6

per 1000. Send for samples. Thomson Printing Co. 510 Cherry St., Phila.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger 10c. per in. THE YOUNGSTOWN AND ENGRAVING CO., Youngstown, Ohio.

ENGRAVINGS.—HALF-TONE, WOOD, Zinc E. Engravings, designing. Best work, low prices. PRINT J. J. RYDER CO., Providence, R. I.

NEWSPAPER HALF-TONES. 2x3, 75c.; 3x3, \$1; 4x5, \$1.50. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 414, Philadelphia, Pa.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

DISTRIBUTING.

DISTRIBUTING through the agency of the Bernard Advertising Service in Ala., Ga., Miss., N. C. and S. C., was tested five years ago by a trial order for distribution in 62 Ga. towns by the Pinkham Medicine Co.; now their books are distributed semi-annually throughout the Southeast by the Bernard Agency. You can learn the particulars from CHAS. BERNARD, Savannah, Ga.

DOUBLE YOUR BUSINESS

I OFFER my service as a Business Engineer for a year. If I succeed in doubling your business, you pay me a small commission. If I fail, you have acquired expensive information and I have lost valuable time.

My booklet—Doubling a Business—will be sent you on request. Write for it on your letter-head. The booklet explains in detail my original trade-expanding plan. Send for this booklet to-day—it is absolutely free.

ALT. F. CLARK, General Mgr.,

THE BARNARD SYSTEM,

Dept. 19,

87 Nassau St., New York.

Learn Lettering Write Your own Show-Cards

Merchants can readily learn to write their own Show-Cards in a neat, attractive and effective manner, with reasonable practice, in a short time. Clerks, Bookkeepers, Stenographers and others, may add to their business qualifications, and thus become more valuable to their employers. Our Complete Outfit, consisting of one of the celebrated Osgood Fountain Marking Brushes, copyrighted Book of Sample Alphabets, Rules and complete instructions, and four different colors of ink-tablets (half-pint each), sent postpaid on receipt of One Dollar. Sample Chart One Dime.

J. P. OSGOOD, 915 EAGLE AVENUE, NEW YORK CITY.

A Roll of Honor

(THIRD YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1905 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1905 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1906 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 20 cents per line (two lines are the smallest advertisement taken) under a YEARLY contract, \$20.00 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Athens. Limestone Democrat, weekly. R. H. Walker, pub. *Actual aver. first 3 mos. 1905, 1,083.*

ARIZONA.

Phoenix. Republican. *Daily average for 1904, 6,329. Chas. T. Logan Special Agency, N. Y.*

ARKANSAS.

Fort Smith. Times, daily. *Actual average for 1904, 8,376. Actual average for October, November and December, 1904, 8,646.*

CALIFORNIA.

Fresno. Evening Democrat. *Average April, 5,195. Williams & Lawrence, N. Y. & Chicago.*

Mountain View. Signs of the Times. *Actual weekly average for 1904, 27,108.*

San Francisco. Call, d'y and S'y. J. D. Spreckels. *Actual daily average for year ending June, 1905, 62,451; Sunday, 88,558.*

San Jose. Morning Mercury and Evening Herald. *Average 1904, 10,578.*

San Jose. Town and Country Journal, mo. W. G. Bohannon Co. *Average 1904, 9,125. May, June and July, 1905, 20,000.*

COLORADO.

Denver. Clay's Review, weekly; Perry A. Clay. *Actual average for 1904, 10,926.*

Denver. Post, daily. Post Printing and Publishing Co. *Average for 1904, 44,577. Average for July, 1905, dy. 46,116. Sy. 57,948.*

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT.

Meriden. Journal, evening. *Actual average for 1904, 7,619.*

Meriden. Morning Record and Republican. *daily average for 1904, 7,559.*

New Haven. Evening Register, daily. *Actual av. for 1904, 18,618; Sunday, 11,107.*

Norwalk. Evening Hour. *Daily average year ending Dec. 1904, 5,217. Apr. circ., as certified by Am'n. Assn. Adv'rs. all returns deducted, 2,869.*

Norwich. Bulletin, morning. *Average for 1903, 4,985; for 1904, 5,859; now, 6,185.*

Waterbury. Republican, dy. *Aver. for 1904, 5,770. La Coste & Maxwell Spec. Agents, N. Y.*

DELAWARE.

Wilmington. Every Evening. *Average guaranteed circulation for 1904, 11,460.*

Wilmington. Morning News. *Only morning paper in State. Three mos. end. Dec., 1904, 10,074.*

DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. *Daily average for 1904, 55,508 (©).*

Washington. The Postmasters' Advocate, guaranteed circulation 25,000, all in single wrappers, is an unique medium, both for general and mail order advertisers. It goes to 25,000 villages and towns. Every reader is a buyer. Half of them are also sellers and agents. The Postmaster is invariably the oracle and information bureau of his community. He introduces a good article to his post office patrons. Sell to him and he will sell to others. "ADVOCATE heads the list in returns," is the keynote of many letters. Rates low. Write for sample copy and "Hey, Rube" Booklet, giving full particulars. The Postmasters' Advocate, 2 May Building, Washington, D. C.

GEORGIA.

Atlanta. Journal, dy. *Av. 1904, 42,655, July, 1905, 46,297, Sy. 46,065. Semi-weekly 55,988.*

Atlanta. News. *Actual daily average 1904, 24,250. S. C. Beckwith. Sp. Ag., N. Y. & Chi.*

Atlanta. The Southern Ruralist. *Sworn average first six months 1905, 52,855 copies monthly.*

Augusta. Chronicle. *Only morning paper. 1904 average, daily 5,661; Sunday 7,489.*

Nashville. Herald. *Average for March, April and May, 1,875. Richest county in So. Georgia.*

IDAHO.

Boise. Evening Capital News. *Daily average 1904, 3,296; average February, 1905, 4,580. Actual circulation March 1, 1905, 4,815.*

ILLINOIS.

Bunker Hill. Gazette-News, weekly. *Average first 3 mos. 1905, 1,651. All home print.*

Cairo. Bulletin. *Daily and Sunday average 1904, 1,945, April, 1905, 2,220.*

Cairo. Citizen. *Daily average 1904, 1,196, weekly, 1,127.*

Chicago. Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. *Average for 1904, 4,100 (©).*

Chicago. Farmers Voice and National Rural. *Actual average, 1904, 25,052.*

Chicago. Gregg Writer, monthly. Shorthand and Typewriting. *Actual average 1904, 18,750.*

The

Des Moines Capital



The Des Moines CAPITAL stands first in Des Moines and Iowa. This is a broad statement. Inquiry on your part will sustain the assertion. Any advertiser will get more and better service in the CAPITAL than any Iowa newspaper. In the past seven months, the CAPITAL has published more display advertising of all kinds in six issues a week than any competitor in seven issues a week. In Des Moines the CAPITAL's leadership is extraordinary—3,000 more city subscribers than nearest competitor. The two largest stores use no other evening paper, and use the morning paper, with seven issues a week, less than half as much.

Any general advertiser entering Des Moines and avoiding the CAPITAL is robbing himself.



LAFAYETTE YOUNG, - - Publisher.

EASTERN OFFICES:

NEW YORK:

166 World Building.

CHICAGO:

87 Washington St.

Chicago, Inland Printer. Actual average circulation for 1904, 18,812 (©).

Chicago, Record-Herald. Average 1904, daily 145,761, Sunday 199,400. Average first four mos. 1905, daily 148,928, Sunday 208,501.

GUAR AN TEED
The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Kewanee, Star-Courier. Av. for 1904, daily 3,390, wy. 1,278. Daily, 1st 4 mos. '05, 3,302.

Peoria, Evening Journal, daily and Sunday. Sworn daily average for 1904, 15,525.

Peoria, Star, evenings and Sunday morning. Actual average for 1904, d'y 21,528, S'y 9,957.

INDIANA.

Evansville, Courier, daily and S. Courier Co., pub. Act. av. '03, 12,618. Sworn average '04, 12,684. Smith & Thompson, Sp. Rep., N.Y. & Chicago.

Marion, Leader, daily. W. B. Westlake, pub. actual average for year 1904, 5,655.

Muncie, Star. Average net sales 1904 (all returns and unsold copies deducted), 28,731.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average for 1904, 25,816.

Richmond, Sun-Telegram. Sworn av. 1904, dy. 3,761.

Terre Haute, Star. Av. net sales 1904 (all returns and unsold copies deducted), 31,288.

INDIAN TERRITORY.

Ardmore, Ardmoreite, daily and weekly. Average for 1904, dy. 2,068; wy. 3,391.

IOWA.

Davenport, Democrat and Leader. Largest gear. city circ'n. Sworn aver. July, 1905, 7,558.

Davenport, Times. Daily aver. July, 10,656. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average sold 1904, 36,822. Present circulation over 39,000.

City circulation guaranteed largest in Des Moines. Carries more department store advertising than all other papers combined. Carries more advertising in six issues a week than any competitor in seven.

Des Moines, Wallace's Farmer, wy. Est. 1879. Actual average for 1904, 26,811.

Keokuk, Gate City, Daily av. 1904, 2,145; daily six months, 1905, 2,298.

Muscatine, Journal. Daily av. 1904, 5,240, tri-weekly 8,039, daily, March, 1905, 3,452.

Sioux City, Journal, daily. Average for 1904, sworn, 21,754. Av. for July, 1905, 24,851. Pri. is most news and most foreign and local advertising. Read in 50 per cent of the homes in city.

Sioux City, Tribune, Evening. Net sworn daily, average 1904, 20,678; May, 1905, 24,295. The paper of largest circulation and advertising patronage. Ninety per cent of Sioux City's reading public reads the Tribune.

GUAR AN TEED
The absolute correctness of the latest circulation rating accorded the Tribune is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy. Only Iowa paper that has the Guaranteed Star.

KENTUCKY.

Harrodsburg, Democrat. Best wy.; best sec. Ky.; best results to adv. Proven av. cir. 5,532.

Louisville, Times. Daily average year ending June 30, 1905, 36,025. Beckwith Agency, Rep.

Paducah, Journal of Labor, finds a welcome in the homes of well-paid workmen, 52 times a year.

Paducah, The Sun. Average for April, 1905 6,086.

LOUISIANA.

New Orleans, Item, official journal of the city. Av. cir. first six months 1905, 22,350.

New Orleans, The Southern Buck, official organ of Elkom in La. and Miss. Av. '04, 4,515.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. actual average for 1904, 1,269,641.

Augusta, Kennebec Journal, dy. and wy. Average daily, 1904, 8,344, weekly, 3,486.

Bangor, Commercial. Average for 1904, daily 8,991, weekly 28,857.

Dover, Piscataquis Observer. Actual weekly average 1904, 1,918.

Lewiston, Evening Journal, daily. Aver. for 1904, 7,524 (©), weekly 17,450 (©).

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1904, 3,180.

Portland, Evening Express. Average for 1904, daily 12,166. Sunday Telegram, 8,476.

MARYLAND.

Baltimore, News, daily. Evening News Publishing Company. Average 1904, 5,5784. For July, 1905, 58,276.

GUAR AN TEED
The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston, Evening Transcript (©). Boston's tea table paper. Largest amount of week day adv.

Boston, Globe. Aver. to July 1, 1905, daily, 198,070. Sunday, 303,588. "Largest Circulation Daily of any two cent paper in the United States, 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

GUAR AN TEED
The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston, Post. Average for 1905, daily, 179,808; for 1904, 211,231. Boston Sunday Post, average for 1905, 160,421; for 1904, 172,664. Largest daily circulation for 1904 in all New England, whether morning or evening, or morning and evening editions combined. Second largest Sunday circulation in New England. Daily rate, 30 cents per agate line, flat, run-off paper; Sunday rate, 18 cents per line. The best advertising propositions in New England.

Boston, Traveler. Est. 1834. Actual daily av. 1902, 78,852. In 1903, 76,666. For 1904, average daily circulation, 81,035 copies.

Reps.: Smith & Thompson. N.Y. and Chicago.

Fall River, News. Largest circ'n. Daily av. 6,958 (x). Robt. Tones, Rep., 116 Nassau St., N.Y.

Springfield, Good Housekeeping, mo. Average first 5 mos. 1905, 203,420. No issue less than 200,000. All advertisements guaranteed.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1904, 12,617.

Worcester, L'Opinion Publique, daily (©). Paid average for 1904, 4,732.

MICHIGAN.

Grand Rapids, Evening Press dy. Average 1904, 44,807. Average 6 mos. 1905, 46,087.

LOUISVILLE IS SURELY BOOMING

350,000 PEOPLE WITHIN A RADIUS OF ONLY 6 MILES

DO YOU KNOW THESE FACTS ABOUT LOUISVILLE?

It leads the WORLD in the manufacturing of Jeans, Farm Wagons, Sewer Pipe, Wooden Boxes, and leads the world in producing and handling Whisky, Sole Leather, Cement, Tobacco, Axe Handles, Plumbers' Supplies, and Louisville is the home of the largest exclusive Organ Factory in the World, the largest Soap Factory in the South and one of the largest Plow Factories in the world.

8—ELECTRIC SUBURBAN AND INTERURBAN LINES—8

Louisville is a city of Beautiful Homes; its city property valuation is \$200,000,000. It has the grandest park system in the United States and many magnificent public buildings and churches and is the home of the South's greatest afternoon Newspaper—

THE LOUISVILLE TIMES

which had a sworn positive circulation from January to June inclusive, 1905, as follows:

	TOTAL FOR MONTH.	DAILY AVERAGE.
Jan.—26 Days.....	920,409	35,400
Feb.—24 Days.....	863,479	35,978
March—27 Days.....	984,966	36,480
April—25 Days.....	911,673	36,466
May—27 Days.....	970,402	35,607
June—26 Days.....	917,487	36,057

Total.....5,568,416 215,988

Making a daily average for six months of 35,998 net circulation—no return privileges allowed.

County of Jefferson, State of Kentucky, Set:

I hereby certify under oath that the figures attached hereto and printed herewith, viz., showing the total circulation of the Louisville TIMES for six months, January 2 to June 30, 1905, to be 5,568,416, and the daily average circulation to be 35,998, are absolutely correct. I have examined the circulation books and the daily pressroom reports, and these figures are the NET circulation.

G. E. JOHNSON,

Circulation Manager Louisville TIMES.

Personally appeared before me, this first day of July, 1905, G. E. Johnson, who avers he is the affiant, and make oath that the above statement is true and correct.

FRANK B. STOUFFER,

Notary Public, Jefferson County, Ky.
Commission expires, January 9, 1908.

(SEAL)

THE S. C. BECKWITH SPECIAL AGENCY,

Tribune Building,
New York.

Special Representatives,

Tribune Building,
Chicago.

Louisville's Biggest Evening Paper.

THE BOSTON POST

Circulation of *The Daily Post* and *The Sunday Post*, Day by Day, for the Month of August, 1905:

AUGUST.	SUNDAY.	DAILY.
1.....		236,100
2.....		235,700
3.....		236,000
4.....		236,550
5.....		235,800
6.....	190,280	
7.....		239,160
8.....		236,800
9.....		236,000
10.....		235,170
11.....		236,080
12.....		235,800
13.....	187,890	
14.....		237,390
15.....		235,700
16.....		234,300
17.....		235,350
18.....		236,300
19.....		235,920
20.....	189,400	
21.....		236,100
22.....		235,200
23.....		235,000
24.....		235,600
25.....		232,200
26.....		234,570
27.....	187,900	
28.....		237,470
29.....		233,960
30.....		234,000
31.....		234,600
Total, <i>Daily Post</i> , 27 days.....		6,362,820
Total, <i>Sunday Post</i> , 4 days.....		755,470
DAILY AVERAGE....		235,660
SUNDAY AVERAGE..		188,867

Grand Rapids, Herald. Average daily issue last six months of 1904, 28,681. Only morning and only Sunday paper in its field. Grand Rapids (pop. 100,000) and Western Michigan (pop. 750,000).

Jackson, Press and Patriot. Actual daily average for 1904, 6,605. Av. July, 1905, 7,208.

Kalamazoo, Evening Telegraph. First 6 mos. 1905, dy. 10,128. June, 10,174. s. w. 9,682.

Kalamazoo, Gazette, d'y. Tr. end'g May, '05, 10,808; May, 11,087. Largest circ'n by 4,500.

Saginaw, Courier-Herald, daily. Sunday. Average 1904, 10,288; July, 1905, 15,015.

Saginaw, Evening News, daily. Average for 1904, 14,516. June, 1905, 17,296.

Sault Ste. Marie, Evening News, daily. Average, 1904, 4,212. Only daily in the two Soos.

MINNESOTA.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily, 1904, daily average, 87,927; last quarter of 1904 was 92,222; first six months of 1905 was 96,087; Sunday, 74,448.

CIRCULATION The *Evening Tribune* is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily *Tribune* in Minneapolis is many thousands greater than that of any other newspaper. The city circulation by Am. News alone exceeds 20,000 daily. The *Tribune* is the recognized paper Directory. Want Ad paper of Minneapolis.

Minneapolis, Journal, daily. Journal Printing Co. Aver. for 1903, 57,039; 1904, 64,555; first 7 mos. 1905, 67,405; July, 1905, 67,056.

The absolute accuracy of the *Journal's* circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1904, 52,065.

Minneapolis, Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1904, 6,814.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1904, 79,750. Actual average first six months 1905, 86,225.

The absolute accuracy of *Farm, Stock & Home's* circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

St. Paul, Dispatch, d'y. Aver. 1904, 58,086. January, 1905, 59,501. **ST. PAUL'S LEADING NEWSPAPER.** W'y aver. 1904, 75,951.

St. Paul, The Farmer, 2-mo. Rate, 35c. per line, with discounts. Circulation for year ending Dec., 1904, 88,487.

St. Paul, Volkszeitung. Actual average 1904, dy. 12,685, w'y. 28,687. Sonntagblatt 28,640.

MISSISSIPPI.

Hattiesburg, Progress, e'g. Av. d'y circ., w'y end'g Jan., 1905, 2,175. Pop. 14,000, and growing.

MISSOURI.

Clinton, Republican. W'y av. last 6 mos. 1904, 3,540. D'y. est. Apr., '04, av. last 6 mos. '04, 800.

Kansas City, Journal, d'y and w'y. Average for 1904, daily 64,114, weekly 199,590.

St. Joseph, News and Press. Circ. 1st 6 mos. 1905, 55,525. Smith & Thompson, East. Rep.

St. Louis, National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1904, 8,080 (©). Eastern office, 59 Maiden Lane.

St. Louis, National Farmer and Stock Grower, monthly. Average for 1902, 68,588; average for 1903, 106,625; average for 1904, 104,750.

"The Great Daily of the Great Northwest."

MAKE A COMPARISON

of the daily newspapers in Minneapolis any day in the week and you will find that

The Minneapolis Journal

carries more pages, more columns of reading matter and more columns of advertising.

Every month this year The Minneapolis Journal, with its six evening issues a week, has carried more columns of advertising than any other newspaper in Minneapolis—DAILY AND SUNDAY COMBINED—SEVEN ISSUES A WEEK.

The JOURNAL is **FIRST** in Minneapolis in everything that goes to make up a great newspaper.

AUGUST ADVERTISING.

In the month just passed The Minneapolis JOURNAL, with its 27 issues, carried 1,366 columns of advertising.

The **SECOND** paper in Minneapolis, daily and Sunday combined—31 issues in all—carried 1,218 columns.

The Minneapolis JOURNAL gets the most advertising because it gives the best results.

Special Representatives:

DAN A. CARROLL,
Tribune Building,
New York.

||
W. Y. PERRY,
Tribune Building,
Chicago.

MONTANA.

Butte, Inter-Mountain. Sworn average daily circulation 1904, 18,678. Beckwith Sp. Agency.

NEBRASKA.

Lincoln, Deutsch-American Farmer, weekly. Average year ending January, 1905, 146,567.



Lincoln, Daily Star, evening and Sunday morning. Actual daily average for 1904, 15,239. For March, 1905, 16,862. Only Nebraska paper that has the Guarantee Star.

Lincoln, Frele Press, weekly. Actual average for year ending January, 1905, 149,281.

Lincoln, Journal and News. Daily average 1904, 26,888; February, 1905, average, 28,055.

Omaha, Commercial. We reach Western business men. Do you want to? Circ'n 1904, 2,088.

NEW HAMPSHIRE.

Nashua, Telegraph, dy. and wy. Daily aver. for 6 mos. ending April 30th, '05, 8,286.

NEW JERSEY.

Camden, Frele Press, weekly. Est. 1876. Net aver. circulation for 6 mos. end. June 30, 1905, 8,859.

Elizabeth, Journal. Av. 1904, 5,522; first 6 mos. 1905, 6,818; 3 mos. to Aug. 1, 6,604.

Jersey City, Evening Journal. Average for 1904, 21,106. First 6 mos. 1905, 22,555.

Newark, Evening News. Evening News Pub. Co. Av. for April, 1905, 61,544.

NEW YORK.

Albany, Evening Journal. Daily average for 1904, 18,238. It's the leading paper.

Albany, Times-Union, every evening. Est. 1856. Av. for '04, 80,487; Jan. Feb. & Mar., '05, 88,594.

A LAND OF FULFILMENT IS NEBRASKA.

46 million bushels of Wheat
280 million bushels of Corn

ARE ONLY A PART OF
THIS YEAR'S HARVEST.

The people have more money on deposit in the banks than ever before, and the bumper crops to be sold will bring them still more money.

With these conditions prevailing isn't Nebraska a good section to go into with your advertising?

The Lincoln Daily Star LINCOLN, NEB.

Is published every evening and Sunday morning. It is the favorite evening daily in Nebraska. Its circulation exceeds 16,000 copies daily, sworn proof of which is furnished advertisers. THE DAILY STAR'S circulation statements are guaranteed by the publishers of the American Newspaper Directory.

An Advertising Medium of Fulfilment covering

A land of Wealth and Prosperity

It's up to you, Mr. Advertiser.

PAYNE & YOUNG.

SPECIAL REPRESENTATIVES,
750 Marquette Bldg., 105 Potter Bldg.,
Chicago. New York.

Binghamton, Evening Herald, daily. Herald Co. Aver. for year end. June, 1905, 12,289 (3). Buffalo, Courier, morn. Av. 1904, Sunday 79,882; daily 50,940; Enquirer, even., 52,702.

Buffalo, Evening News. Daily average 1904, 88,467; 1st six months, 1905, 95,281.

Catskill, Recorder, weekly. Harry Hall, editor. Av. yr. endg. May, '05, 5,718; May, 8,788.

Corning, Leader, evening. Average, 1904, 6,258. First quarter 1905, 6,425.

Cortland, Democrat, Fridays. Est. 1840. Aver. 1904, 2,296. Only Dem. paper in county.

Glen Falls, Morning Star. Average circulation, 1904, daily 2,292.

Mount Vernon, Daily Argus. Average 1904, 2,912. Westchester County's leading paper.

Newburgh, News, daily. Av. for 1904, 4,722, 3,000 more than all other Newburgh papers combined.

New York City.

American Illustrated Magazine, formerly Leslie's Monthly Magazine. Av. circulation for 1904, 248,946. Present aver. circulation 200,169.

Army & Navy Journal. Est. 1863. Actual weekly average for 53 issues, 1904, 9,871 (60). Only Military paper awarded "Gold Marks."

Baker's Review monthly. W. R. Gregory Co., publishers. Actual average for 1904, 4,900.

Benziger's magazine, family monthly. Benziger Brothers. Average for 1904, 27,025, present circulation, 50,000.

Clipper, weekly (Theatrical), Frank Green Pub. Co., Ltd. Aver. for 1904, 25,668 (60).

El Comercio, mo. Spanish export. J. Shepard Clark Co. Average for 1904, 7,292.

Gaelic American, weekly. Actual average for 1904, 8,179; for 23 weeks in 1905, 28,150.

Haberdasher, mo. est. 1881. Actual average for 1904, 7,000. Binders' affidavit and Post Office receipts distributed monthly to advertisers.

Hardware Dealers' Magazine, monthly. In 1904, average issue, 17,500 (60).

D. T. MALLETT, Pub., 253 Broadway.

Leslie's Weekly. Actual aver. year end. Aug. 1904, 69,077. Pres. av. over 85,000 weekly.

Music Trade Review, music trade and art weekly. Average for 1904, 5,509.

The People's Home Journal, 525,166 monthly. Good Literature, 452,288 monthly, average circulations for 1904—all to paid-in-advance subscribers. F. M. Lupton, publisher.

Pocket List of Railroad Officials, qly. Railr'd & Transp. Av. 1903, 17,992; 1904, 19,547.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, **11,001**. Actual weekly average for 1904, **14,-918**. Actual weekly average for eleven months ending June 28, **15,-769** copies.

**“In
Philadelphia
nearly
everybody
reads
‘The Bulletin’”**

Net daily average paid circulation
for July,

210,277 copies a day



“The Bulletin's” circulation figures are
net; all damaged, unsold, free and returned
copies have been omitted.

William L. McLean, Publisher.

The Wall Street Journal. Dow, Jones & Co., pubs. Daily average first 6 months, 1906, 12,916.

The World. Actual aver. for 1904, Morn., 502,885, Evening, 579,785. Sunday, 458,484.

Hochester, Case and Comment, mo. Law. Av. or 1904, 50,000; 5 years' average, 50,108.

Scraneetady, Gazette, daily. A. N. Llecty. Actual average for 1905, 11,625. 1904, 12,574.

Syracuse, Evening Herald, daily. Herald Co. pub. Av. 1904, daily 55,648, Sunday 59,161.

Utica, National Electrical Contractor, mo. Average for 1904, 2,625.

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1904, 14,579.

NORTH CAROLINA.

Charlotte, Observer. North Carolina's foremost newspaper. Actual daily aver. 1904, 6,145, Sunday, 8,498, semi-weekly, 4,496.

Raleigh, Biblical Recorder, weekly. Average 1905, 8,872. Average 1904, 9,756.

NORTH DAKOTA.

Grand Forks, Herald. Circ. July '05, 6,557. Examination by A. A. June, '05. Biggest Daily in North Dakota, LaCoste & Maxwell, N. Y. Rep.

OHIO.

Akron, Beacon Journal. Av. 6 mos. ending July, 1905, 11,195. N. Y., 266 Broadway.

Ashabula, Amerikan Sanomat. Finnish. Actual average for 1904, 10,956.

Chillicothe, News-Advertiser. Daily average or year ending Aug. 1, 1,729, 85% delivered to homes. Leads in appearance, news, live advertising, including Want ads. Only paper in city making detailed statements of circulation. Prices a little higher than others, but we deliver the goods.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1904, 79,460; Sunday 88,198. July, 1905, 78,868 daily; Sunday, 77,095.

Dayton, Herald, evening. Circ., 1904, 15,880. Largest in Dayton, paid at full rates.

Youngstown, Vindicator. D'y av. '04, 12,020. LaCoste & Maxwell, N. Y. & Chicago.

Zanesville, Times-Recorder. Sworn av. 1st 6 mos. 1905, 10,427. Guar'd double nearest competitor and 50% in excess combined competitors.

OREGON.

Portland, Evening Telegram, dy. (ex. Sun.) Average circulation during 1904, 21,271.

Portland, Oregon Daily Journal. Actual average for June, 1905, 25,008.

PENNSYLVANIA.

Bellefonte, Centre Democrat. Chas. R. Kurtz, Publisher. Proven circulation during 1905 was over 4,800; now is, and for the next year will be, over 4,500 per issue. Largest paper in Centre County. Circulation confined generally to the county.

Chester, Times, ev'g d'y. Average 1904, 7,929. N. Y. office, 230 B'way. F. R. Northrup, Mgr.

Harrisburg, Telegraph. Dy. morn. av. 6 mos. end'y June, 12,060; 12,756. Best in E'v'g.

Philadelphia, Confectioners' Journal, mo. Av. 1904, 5,004; av. 1st 6 mos. 1905, 5,420 (©).

Philadelphia, German Daily Gazette. Average circulation 1st 6 mos. 1905, daily 40,996; Sunday 40,155. Sworn statement. Cir. books open.

Philadelphia, The Press is a Gold Mark (©) Newspaper, a Roll of Honor Newspaper, and a Guaranteed Star Newspaper, the three most desirable characteristics for any Newspaper. Circulation, daily average 1904, 118,248.

Pittsburg, Labor World, wy. Av. 1904, 22,618. Reaches best paid class of workmen in U.S.

West Chester, Local News, daily. W. H. Hodgson. Average for 1905, 15,190 (©). In its 54th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.



The Evening Telegraph

READ EVERYWHERE IN PHILADELPHIA.

JULY CIRCULATION

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of July, 1906:

1	109,383	17	163,685
2	Sunday	18	161,283
3	167,363	19	161,097
4	Holiday	20	161,924
5	166,630	21	161,290
6	165,905	22	163,034
7	166,489	23	Sunday
8	168,656	24	161,336
9	Sunday	25	161,179
10	165,889	26	160,788
11	165,100	27	161,692
12	169,440	28	160,781
13	162,504	29	164,008
14	161,833	30	Sunday
15	162,091	31	161,638
16	Sunday		

Total for 25 days, 4,005,990 copies.

NET AVERAGE FOR JULY,

163,839 copies per day

BARCLAY H. WARBURTON, President.

PHILADELPHIA, August 5, 1906.

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1904, 598,849. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal with this inscription:

"Awarded June 25th, 1905, by 'Printers' Ink' 'The Little Schoolmaster' in the art of 'Advertising to the Farm Journal. After canvassing of merits extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns."



Philadelphia, The Grocery World. Actual average for 1904, 11,764.

Williamsport, Grit. America's Greatest Weekly. Av. first 3 mos. 1905 225,756. Smith & Thompson, Repts., New York and Chicago.

York, Dispatch, daily. Average for 1904, 8,974. Enters two-thirds of York homes.

RHODE ISLAND.

Pawtucket, Evening Times. Average for six months ending June 30th, 1906, 16,812.

Providence, Daily Journal, 17,290 (©). Sunday, 20,436 (©). Evening Bulletin 27,836 average 1904. Providence Journal Co., pub.

Westerly, Sun. Geo. H. Utter, pub. Average 1904, 4,480. Only daily in So. Rhode Island.

TENNESSEE.

Chattanooga, Crabtree's Weekly Press. Average April and May, 88,082.

Knoxville Journal and Tribune. Daily average year ending Jan. 31, 1905, 15,060 (©). Weekly average 1904, 14,518.

One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

Knoxville, Sentinel. Av. '04, 11,482. Led nearest competitor for 11,000 in advertising '04, 6 days vs. 7.

Memphis, Commercial Appeal, daily, Sunday, weekly. Average 1st 6 mos. 1905, daily 28,741, Sunday, 55,247. weekly, 84,438. Smith & Thompson, Representatives N. Y. & Chicago.




No Other Philadelphia Newspaper Has These Distinctions.

Every advertiser should know two things regarding the newspaper in which he is to advertise.

First, the class of readers who buy that newspaper.

Second, the number who buy it.

It is generally recognized by newspapers and advertisers all over the country that the greatest testimonial in regard to character or quality that any newspaper may possess is the "Gold Marks,"  a distinction given by Rowell's American Newspaper Directory to less than one-half of one per cent of the publication listed in the 1905 issue. No other Philadelphia newspaper has these distinctions. The Philadelphia Press is one of the chosen few, and these "Gold Marks" signify that The Philadelphia Press is valued by advertisers more for the class and quality of its circulation than for the mere number of copies printed.

Now, as to the number who buy it—The Philadelphia Press is the only morning paper in Philadelphia that makes a detailed statement for a period of a year regarding its circulation, and for the year 1904 the average was **113,242** copies daily.

By reason of this explicit and detailed statement The Philadelphia Press is elected to membership in the "Roll of Honor" of PRINTERS' INK, and in addition PRINTERS' INK accords to The Philadelphia Press the "Guarantee Star," which indicates that Rowell's American Newspaper Directory will pay one hundred dollars forfeit to the first person who successfully controverts the accuracy of The Philadelphia Press circulation statement.

The Philadelphia Press, distinguished by having the "Gold Marks" and being placed on the "Roll of Honor," with the Guarantee Star, is one of the three papers in the United States to have these three distinctions accorded it. It is the only paper in Philadelphia and Pennsylvania with these three distinctions.

Advertisers should bear these facts in mind, and also bring them to the attention of the agent who handles their business. In advertising, results are the only thing worth while.

The Philadelphia Press gives results.

THE S. C. BECKWITH SPECIAL AGENCY,

NEW YORK.

Sole Agents Foreign Advertising.

TRIBUNE BUILDING.

CHICAGO.



Nashville, Banner, daily. Aver. for year 1903 18,722; for 1904, 20,708. Average March, April, May, 81,887.

SOUTH CAROLINA.

Charleston, Evening Post. Actual dy. aver. for first 3 months 1905 4,110. Apr. 4,458.

Columbia, State. Actual average for 1904, daily 8,164 copies. (©) per issue; semi-weekly 2,251; Sunday 9,417. (©). Act. aver. for first 7 months of 1905, daily 9,081; Sunday 10,594.

The absolute correctness of the latest circulation rating accorded the Columbia State is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Columbia, The State (©), carries more classified advertising than any other paper in South Carolina or North Carolina. Published at the capital—the geographical, political and industrial heart of the State, with early outgoing trains on eleven railroads radiating from Columbia, this newspaper reaches the remotest counties of South Carolina before noon. It is the recognized home daily of its State.

First in quantity, highest in quality. Advertisers can cover the whole State of South Carolina, with this one paper, excepting only a small coast region.

With ten cent cotton and a bountiful crop, this will be a prosperous season. The Southern field responds quickly to advertising in papers having the confidence of the people, and this the STATE has to the highest degree.

The special expert of the American Advertiser who made a personal investigation of newspaper conditions in the Carolinas last June, says: "There can be no question about South Carolina. The STATE, of Columbia, is the biggest thing. Its daily average of 8,889* may look small, but it is all there, and the STATE penetrates to every corner of South Carolina, having not only the largest but the most general circulation in the State. * * * I consider the STATE the best thing, as well as biggest, in South Carolina." *August average 10,000.

TEXAS.

San Angelo, Standard, weekly. Average for 1904, 2,900.

Denton, Record and Chronicle, Daily av. 1904, 816. Weekly av., 2,775. The daily and weekly reach nearly 80 per cent of the tax paying families of Denton county.

El Paso, Herald, Av. '04, 4,211; May '05, 5,015. Merchants' canvass showed Herald in 50% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

VERMONT.

Barre, Times, daily. F. R. Langley. Aver. 1904 8,161 for six months, 1905, 8,565.

Burlington, Free Press. Daily av. '04, 5,566. '05, 6,652. Largest city and State circulation. Examined by Assoc'n of American Advertisers.

Burlington, Daily News, evening. Actual daily average 1904, 6,018; last 5 mos., 6,652; last 3 mos., 7,024; last month, 7,247.

Rutland, Herald. Average 1904, 2,527. Average 3 months ending June 1, 1905, 4,181.

VIRGINIA.

Richmond, News Leader, afternoons. Actual daily average 1904, 28,575 (see American Newspaper Directory). It has no equal in pulling power between Washington and Atlanta.

Norfolk, Dispatch, 1904, 9,400; 1905, April, 11,090; May, 11,287; June, 11,542.



Richmond, Times-Dispatch, morning. Actual daily average year ending December, 1904, 20,172. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

WASHINGTON.

Olympia, Recorder. Daily av. 1904, 2,289; weekly, 1,465. Only paper with tele. reports.

Seattle, Times. Actual aver. circulation Oct., Nov. and Dec., 1904, 57,090 daily, 45,450 Sunday. By far largest daily and Sunday in State.

Tacoma, Ledger. Dy. av. 1904, 14,864; Sy., 18,475; wky., 9,524. Aver. 6 mos. ending June 30, 1905, Daily, 15,159, Sunday, 19,771.

Tacoma, News. Daily average 5 months ending May 31, 16,327. Saturday issue, 17,495.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. E. Hornor, pub. Average for 1904, 2,520.

Wheeling, News. Daily paid circ., 11,517 (*). Sunday paid circ., 11,928 (*). For 12 months up to April 1, 1905. Guarantees a paid circulation equal to any other two Wheeling papers combined.

WYOMING.

Cheyenne, Tribune. Actual daily average net for first six months of 1905, 4,880.

WISCONSIN.

Milwaukee, Evening Wisconsin, d'y. Av. 1904, 26,201; July, 1905, 26,755 (©).

Milwaukee, Journal, daily. Journal Co., pub. Yr. end. June, 1905, 57,856, July, 1905, 46,785.

The present advertising rates of the

MILWAUKEE JOURNAL

were established when the paid circulation of The JOURNAL was

30,000 Daily.

The circulation of The JOURNAL to-day is over

40,000 Daily.

The new rate card will not go into effect until 1906.

The Journal Co. guarantees advertisers that the paid city circulation of The JOURNAL is the largest of any daily or Sunday newspaper in the city of Milwaukee, and that it is larger than is the total paid circulation of either of the other evening dailies; also that The JOURNAL's list of mail subscribers, subscribers who pay in advance, is larger than is the combined mail and agency subscription lists of either of the other evening dailies.

L. T. BOYD, Sec'y.

Oaksh. Northwestern, daily. Average for 1904, 7,251. December, 1904, 7,426.

Duplicate.

ROWELL'S AMERICAN NEWSPAPER DIRECTORY



New York City, AUG. 14 1905

RECEIVED of the Publisher of Daily Local News Westchester
One Hundred Dollars *Co.*

for guarantee of circulation rating in Rowell's American Newspaper Directory.

THE PRINTERS' INK PUBLISHING COMPANY.

\$100.00

Ed. J. Smith Manager.
Publishers of Rowell's American Newspaper Directory.

CONDITIONS.

The absolute correctness of a circulation rating is a matter requiring the most careful investigation. The Publishers of the Directory, for the purpose of securing the most accurate and reliable information, have arranged to have the circulation of each newspaper estimated by an independent and experienced firm. The Publishers of the Directory, for the purpose of securing the most accurate and reliable information, have arranged to have the circulation of each newspaper estimated by an independent and experienced firm. The Publishers of the Directory, for the purpose of securing the most accurate and reliable information, have arranged to have the circulation of each newspaper estimated by an independent and experienced firm.



THE WISCONSIN AGRICULTURIST.

Racine, Wis. Estab. 1877. The only Wisconsin paper whose circulation is guaranteed by the American Newspaper Directory. Actual weekly average for 1904, 27,254; for year ended July 31, 1905, 40,192. N. Y. Office, Temple Court. W. C. Richardson, Mgr.

BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol, publisher. Average for 1904, 7,426; average for July, 1905, 8,745.

Victoria, Colonist, daily. Colonist P. & P. Co. Aver. for 1903, 8,695; for 1904, 4,856 (*).

MANITOBA. CAN.

Winnipeg, Free Press, daily and weekly. Average for 1904, daily, 25,698; weekly, 15,801. Daily, July, 1905, 31,269.

NEW BRUNSWICK, CAN.

St. John, Star. Actual daily average for October, November, December, 1904, 6,091.

NOVA SCOTIA, CAN.

Halifax, Herald (©) and Evening Mail. Circulation, 1904, 15,888. Flat rate.

ONTARIO. CAN.

St. Catharines Standard.

Daily average for six months ending July 31, 1905, 3,004. Bona fide paid circulation within radius of fifteen miles, double the similar circulation of both the other city dailies combined. The leading Want ad medium of the Niagara Fruit Belt—the Garden of Canada. Only paper in county furnishing detailed and sworn statements of circulation. Books open to all advertisers and agencies.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1904, 6,000.

Toronto, Star, daily. Daily average circulation for July, 1905, 27,840.

Toronto, The News, Sworn average daily circulation for June, 1905, 39,496. Advertising rate 35¢ flat, run of paper. The largest circulation of any evening paper published in Ontario.

Toronto, Evening Telegram, Daily, aver. 1904, 31,854. Perry Lukens, Jr., N.Y. Repr.

QUEBEC, CAN.

Montreal, Herald, daily. Est. 1908. Actual aver. daily 1904, 23,850; weekly, 18,886.

Montreal, La Presse, La Presse Pub. Co., Ltd., publishers. Actual average 1904, daily, 80,259; av. Mar., '05, 95,826. Sat., 118,892.

Montreal, Star, dv. & wy. Graham & Co. Av. for '05, dy. 55,127; wy. 122,269. Av. for 1904, dy. 56,795; wy. 125,240.

Sherbrooke, Daily Record. Guaranteed av. 1904, 4,917; July, 1905, 6,836.

Sherbrooke Daily Record,

SHERBROOKE, QUE., CANADA.

Leading small city daily of America.

Covers all territory within a radius of 50 miles.

Over 135 correspondents.

Only daily within 100 miles.

Sworn average circulation for July, 1905, 6,336. All subscriptions paid in advance. No returns from agents.

One of best advertising-mediums in Canada.

The Roll of Honor is considered by those publishers who make regular use of it the most effective, cheapest and quickest means of setting circulation figures to date before the American advertisers. The Roll of Honor is a newspaper directory to date; it chronicles the facts of last month, last week—of yesterday.

There is no service like it to be had anywhere—based upon and backed by the rules and requirements of Rowell's American Newspaper Directory, its value to publisher and advertiser becomes of unusual importance.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading, from papers of the requisite grade and class, cost twenty cents per line per week. Under a YEARLY contract, two lines (the smallest advertisement accepted) cost \$20.80 for a full year, ten per cent discount, or \$18.72 spot cash, if paid wholly in advance.

COLORADO.

THE Denver Post, Sunday edition, Aug. 27, 1905, contained 4,700 different classified ads, a total of 100 columns. The Post is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (© ©), carries DOUBLE the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS.

PEORIA (Ill.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

THE CHAMPAIGN NEWS for years has carried more classified ads than all other papers in Champaign county combined. Nearly everybody in the county looks to The News to supply their wants.

THE CHICAGO DAILY NEWS is the city's "want-ad" directory and one of the greatest "want-ad" mediums of the country. It has no Sunday issue, but is published every evening except Sundays and holidays. During the year 1904 the paper was issued 310 days; during that time it published 11,995 columns of classified advertising, consisting of 628,038 individual advertisements; of this number, 201,466 were transmitted to the DAILY NEWS office by telephone. Eleven telephones are used exclusively for the reception of such ads from nearly 600 drug store agencies and from thousands of individual customers throughout Chicago and its adjoining territory. These advertisements are, for the convenience of the readers, carefully classified under 199 different classification headings. No free "want-ads" are published. The DAILY NEWS rigidly excludes all objectionable advertising. The value of the classified columns of the DAILY NEWS to the advertisers is shown by the very rapid growth of this kind of advertising in the paper. During the year 1905 it increased 133 columns over 1904, notwithstanding an increase in advertising rate; in 1904 it increased 314 columns over 1903, or an average of a column a day. "Nearly everybody who reads the English language in, around or about Chicago reads the DAILY NEWS," says the Post-office Review.

INDIANA.

THE Terre Haute STAR carries more Want ads than any other Terre Haute paper. Rate, one cent per word.

THE Indianapolis News during the year 1904 printed 135,307 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 273,730 separate paid Want ads during that time.

THE Star League, composed of Indianapolis STAR, Muncie STAR and Terre Haute STAR; general offices, Indianapolis. Rate in each, one cent per word; combined rate, two cents per word.

THE Indianapolis STAR is the Want ad medium of Indianapolis. It printed during the year of 1904 591,313 lines of Want ads. During the month of December the STAR printed 17,355 lines of classified financial advertising. This is 4,275 lines more than published by any other Indianapolis newspaper for the same period. The News in December, 1904, printed 13,000 lines; the Sentinel 4,516 lines, and the Sun 2,630 lines. The Indianapolis STAR accepts no classified advertising free. The rate is one cent per word.

THE MARION LEADER is recognized as the best result getter for want ads.

THE Muncie STAR is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

IOWA.

THE Des Moines CAPITAL guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, \$1 per line. It is published six evenings a week, Saturday the big day.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

25 CENTS for 30 words, 5 days. DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

THE BOSTON TRAVELER publishes more Want advertising than any other exclusively evening paper in its field, and every advertisement is paid for at the established rates.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

BOSTON GLOBE, daily and Sunday, first six months of 1905, printed a total of 217,465 classified ads, and there were no trades, deals or discounts. This was a gain of 3,959 "want" ads over the same period of 1904, and was 71,145 more than any other Boston paper carried during the first six months of 1905.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result getter; circulation in excess of 15,500; 1c. word; 1/4c. subsequent.

MINNESOTA.

THE Minneapolis JOURNAL carried over 55 per cent. more Want ads during July, 1905, than any other Minneapolis daily. No free Wants and no objectionable Wants. Circulation, 1903, 57,039; 1904, 64,333, first 7 months 1905, 67,405, July, 1905, 67,038.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has 100,000 subscribers, which is 30,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day), no free ads, price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.

THE St. Paul DISPATCH is St. Paul's Want Ad Directory, carrying more advertising than all other St. Paul mediums combined. The guaranteed paid circulation of the St. Paul DISPATCH for year ending March 31, 1905, 57,668, for March, 1904, 60,541; for May, 62,727, this increase caused by thorough canvassing—no premiums. Thousands of people use it exclusively and everybody includes it in their list. No free want ads are published and objectionable advertising is rigidly excluded. The May advertising shows a daily increase of over 600 lines in three months. Seven telephone trunk lines assist in receiving this classified business.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 1c.

THE Kansas City JOURNAL (every morning including Sunday), one of the recognized Want ad mediums of the United States; 21 to 35 columns paid Want Sunday; 7 to 10 columns daily. Rate, 1 cent a word.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want Ad" medium; 1c. a word. Average circulation (1904), 11,359; Sunday, 13,756.

NEBRASKA.

LINCOLN JOURNAL AND NEWS, combined circulation over 27,000. Cent a word.

THE Lincoln DAILY STAR, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 15,000 daily. Rates, 1 cent per word. Sunday Want ads receive extra insertion in Saturday afternoon edition if copy is received in time. DAILY STAR, Lincoln, Neb.

NEW JERSEY.

ELIZABETH DAILY JOURNAL—Leading Home paper; 10 to 24 pages. Only "Want" Medium. Cent-a-word. Largest circulation.

NEWARK, N. J. FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

THE Post-Express is the best afternoon Want ad-medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

IN Binghamton the LEADER carries largest patronage; hence pays best. BECKWITH, N. Y.

BUFFALO NEWS with over 57,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. Recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adverting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 30 cents a line per issue flat; six words to a line. Sample copies, ten cents.

OHIO.

IN Zanesville the TIMES-RECORDER prints twice as many Want Ads as all the other papers.

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

THE EATON HERALD (weekly)—The Want medium of Preble Co. Circulation 1,750; 30 words or less, 10c.; 40c. per each additional word. Cash with order.

THE MANSFIELD NEWS publishes daily more Want ads than any other 20,000 population newspaper; 29 words or less 3 consecutive times or less, 25c.; one cent per each additional word.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 11,851. Publishes more Wants than any four Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa. TIMES carries from two to five times more classified ads than any other paper.

WHY DON'T YOU PUT IT IN THE PHILADELPHIA BULLETIN?

Want Ads. in THE BULLETIN bring prompt returns, because "in Philadelphia nearly everybody reads THE BULLETIN."

Net paid daily average circulation for July:

210,277 copies per day.

(See Roll of Honor column.)

GENERAL ADVERTISER,

when advertising in Philadelphia, remember that over 350,000 Germans cannot be reached by any other newspapers than those published in their native tongue.

The German Daily Gazette

Published Morning, Evening, Sunday and Weekly.

reaches more of this class of the population than any other medium.

Sworn Circulation 1904, 49,083 (See Roll of Honor).

SOUTH CAROLINA.

THE Columbia STATE (☉☉) carries more Want ads than any other S. C. newspaper.

VERMONT.

THE Burlington DAILY NEWS is the popular paper and the Want medium of the city. Reaches twice as many people as any other and carries more Want ads. Absolutely necessary to any advertiser in Burlington territory.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (38,575 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advts., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

WISCONSIN.

NO paper of its class carries as many Want ads as the **EVENING TELEGRAM**, of Superior, Wisconsin.

JANESVILLE GAZETTE, daily and weekly, reaches 6,000 subscribers in the million dollar Wisconsin tobacco belt, the richest section of the Northwest. Rates, Want Ads—daily, 3 lines 3 times, &c.; weekly, 5c. line. Big results from little talk.

CANADA.

THE Halifax Herald (60) and the **Mail—Nova Scotia's** recognized Want ad medium.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 95,000, Saturdays 115,000—sworn to.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal Daily Star carries more Want advertisements than all other Montreal dailies combined. The **FAMILY HERALD** AND **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

BRITISH COLUMBIA.

VICTORIA COLONIST. Oldest established paper (1857). Covers entire Province. Greatest Want Ad medium on the Canadian Pacific Coast.

THE "WANT" COLUMNS.

By Joel Benton.

There is no spot in the pages of journalism where you get more directly into the hearts and minds of the public than in those classified advertisements typified as the "Want columns." They become soon, of course, in journals which get very close to the people, the "Want" pages. Here, to use Goethe's felicitous expression, you find yourself truly in "the thick of life" and you feel the full currents of business activities and human pleasures.

I know nothing, really, that is more distinctly human in the busy roll of printed daily records than these pages. What comes nearest to it, very likely, is "the Agony Column," so-called, of *The London Times*. That strikes a partially similar note, for it is the complaint forum for all England, and particularly for all Englishmen. But since it recites with wails and indignation the things people suffer, it might as well have been called the "Don't Want" column. This, however, is reading matter solely, but if it were sold space I doubt if the volume of complaints would be sensibly decreased.

Considering, then, how numerous and various are the Wants

of all classes in our complex modern civilization, it is quite natural and commendable that publishers of papers should extend the greatest hospitality to the insertion of the briefest or the largest Want notice. To secure a whole page of notices and appeals of this sort is to assert, or to suggest by implication, that the journal having this feature is read by everybody. In other words, it is very near, as a matter of course, to the entire public in the particular territory where it circulates. Very much more is also accomplished by having the "Want" page voluminous. It tells other advertisers that the journal so favored is a real *Vox populi*—that what is said in it is seen and read all through its especial field.

Hence it is a matter of profit to make the terms of insertion of a "Want" notice a good deal less than the price for regular space. It is fit and equitable, too, in a large number of cases, among which wage earners seeking positions are the most prominent. Indeed, some publishers give to these occasionally—or a certain class of these who are servants—the use of their space free. Whether this practice is wise or otherwise, when a nominal five or ten cents might be easily paid by the poorest advertiser, is a question, perhaps, to differ about.

But there will be no two opinions, I am sure, on the desirability of the "Want" page. For there is no other advertising much more interesting than it is, or that means so much. Take the profitable proprietary medicine advertising, the insurance advertising, or any other, and there is nothing particular respecting the paper in which these kinds appear that, on account of it, can be assumed or stated. The first kind may be seen in every paper or periodical, special or general; and so you can infer nothing of a paper's circulation or of the quality of it, simply because this class of advertising is seen in it. I remember, indeed, as long ago as I can remember anything about advertising, that the fam-

ous Dr. Holloway, of London, sent me a five pound note for inserting in a small country weekly his standard advertisement which was to run a year. It seemed very complimentary to the paper until I found out that, at that particular date in his career of prosperity, he advertised in every printed paper in the world, whether its circulation was one hundred or not. If there was one in which he failed to advertise, anywhere on the planet, it was only because he did not know of its existence.

I notice that certain dailies, in their "Wants" classified, group together along with the typical "Want" notices, advertisements of a stickful or more space that are only "Wants" through this constructive courtesy. This makes the department so set apart cover several pages, each one headed in heavy conspicuous type. The truth is that, while all advertising is the appeal for something wanted—customer or patronage—the typical "Want" is some single temporary desire—or perhaps two or three together—that an answer or series of answers may at once and therefore wholly extinguish. Even if the same "Want" of the same person occurs a year later, it is essentially a new and separate notice. All typical "Wants" are not over a few lines in length, and are distinguished by the fact that they are not often or long continued. A few insertions at the most, and their brevity, are their distinguishing characteristics.

Some of the "Wants"—in foreign papers especially, and sometimes in our own—are grotesque enough to go into a funny department, or in journals like *Punch*, *Flying Leaves* and *Life*. I think the odd ones are not infrequently copied as readable waifs or nurgets. And certainly, as Mark Twain said of the preposterous letters written by utter strangers, with impudent requests, to P. T. Barnum (as well as similar ones addressed to all persons of wealth or high position), no one can be deliberately so funny as these are.

I do not have access to any large repository of odd "Wants" at this moment, but almost all intelligent readers can call this species to mind. Some rich lady desires, for instance, a servant, or maid, and inserts this:

WANTED.—A housemaid who is able to instruct a small child of three; who knows French and German as well as English; who can on occasion care for the baby; who will attend the church; must be white and Protestant; and who can play the piano, but only when asked and for the children's entertainment. Must have no beau, and be satisfied with one evening out.

It is probably in the help wanted or position wanted features of the classified notices that the most unusual and odd combinations of desires appear. They are frequently conglomerated so unhomogeneously that their juxtaposition and extravagance at once arouse the very dullest sense of humor. Yet the writers of them speak in a solemn tone, and in the most serious way, of the almost impossible things which they expect to find compounded in one place or personality.

Notice, for instance, this:

WANTED.—A position as gardener in a wealthy family, where I can have two assistants and short hours. Must not be asked to water lawns, or to attend to the carriages or stable. The assistants must do the main work, while I advise and control it. My employer must be Catholic, and allow me the best carriage for Sundays, and certain mornings and evenings. I must be permitted to have an occasional book from the employer's library, and, as I am a bachelor, have at least two well furnished rooms and board.

Answer COMPETENT.

But there is no reasonable end to the list and variety of oddities in "Want" advertising out of which a comic volume could easily be made. They illustrate how much we all want in this world—so much more in some instances—in the largest number, in fact—than we shall ever get. It was Ralph Waldo Emerson who once wittily said, when traveling one day to Boston, to a fellow passenger, that he "was going to Boston to hire an Angel to do

housework at two dollars a week." And how well that describes the futility of human expectations.

There is another class of "Wants" that, properly speaking, is of an interesting nature *per se*, without being grotesque at all, or only so in rare instances. I mean the Exchange "Wants." As everybody who has wares and chattels is apt to own several things he doesn't want, and wants a number of things he is destitute of, the field for saying this in detail is very wide. In England for years and years the Exchange "Wants" have been a frequent feature of certain journals, while there are journals there, I believe, or there were, that make this kind of advertising their one function. They are periodicals in which that advertising is "reading matter." It is a good many years ago that PRINTERS' INK published an article of mine on this subject, and at a time when no visible evidence of these complimentary "Wants" could be found in the American press. That the feature has now been transplanted here is well, certainly; but it might be more widely copied both for its utility and its pleasant flavor.

You have a boat and want a gun, or a hive of bees and want a plough, or a lumber wagon and want a road wagon, and so forth over a long list. Books, furniture and even clothes, opera glasses, carpets, violins, pianos and everything conceivable are things for this exploitation, and very readable pages it makes. As others have just what is here wanted, and want what is here offered, the easiest possible bargains should be made possible through an Exchange "Want" page.

I do not know—to conclude this subject not wholly considered—whether in Herculaneum or Pompeii there has as yet been found any posters or placards, or advertisements, of the human wants prevalent twenty centuries ago. But, if there should be, or there should be in the present renewed Assyriological excavations, it is safe to say they will prove

the most interesting human documents as yet known.

So, if the modern publisher wishes to contribute to a far-off posterity—as well as to make money—a clear and various, and explanatory history of our civilization to-day, he should promote and obtain all the "Want" advertising pages that it is possible to stimulate.

A COMMON STYLE, UNCOMMONLY BAD.

We do not believe a manufacturer who sends an advertisement to a merchant, reading: "*Barrels of money—Want some? Want to move every branch of your business? Want to increase your sales? Want your store to be popular? Want to be prosperous and successful? Sell our goods*" is making any great impression upon the mind of the man he is trying to obtain as his customer. We do not think this sort of advertising looks as though the manufacturer selling the goods believed in his merchandise, for the simple fact that he seems to have nothing to say about it. Were we purchasing goods our first inquiry would be something regarding the quality, style, public call, and, of course, price, and yet we can take up any hundred advertisements and out of that number find at least forty which have nothing to say as regards the above interesting questions. It seems to be the idea that a spectacular sentence such as, "Grab it quick" will attract attention, and, at first thought, we will admit such a conclusion seems probable. Experience, however, teaches that this class of advertising leaves no lasting impression.—*Carriage Dealers' Journal*.

WHEN DEBORAH HELPED BEN FRANKLIN WRITE AN AD.

Some idea of the Franklin wardrobe may be obtained from an advertisement he inserted in his paper after he had been robbed. From these it would appear that he possessed a bushy and curly wig, huge spectacles, red flap waistcoat, Holland shirt ruffled at bosom and sleeves, black broadcloth breeches, new-seated and lined with leather, light blue stockings and large buckled shoes.

Deborah had and doubtless wore a flat gypsy bonnet, enormous hoops, short petticoat, and gown of printed cotton of the sort called brocade. The ground dark with large red roses, and other large red and yellow flowers, with blue in some of the flowers, and smaller blue and white flowers with many green leaves. The close detail given this piece of brocade leaves us to suppose the description was written by Deborah herself. No wonder that Benjamin styled it "very remarkable."—*Booklet from N. W. Ayer & Son, Philadelphia*.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,146 publications listed in the 1905 issue of Rowell's American Newspaper Directory, one hundred and twelve are distinguished from all the others by the so-called gold marks (◎◎).

Announcements under this classification, from publications having the gold marks in the Directory, cost 30 cents per line per week, two lines (the smallest advertisement accepted) cost \$30.00 for a full year, 10 per cent discount, or \$13.75 per year spot cash, if paid wholly in advance.

WASHINGTON, D. C.

THE EVENING STAR (◎◎). Washington, D. C. Reaches 90% of the Washington homes.

GEORGIA.

ATLANTA CONSTITUTION. Act. av. for 1904: Daily \$8,885 (◎◎). S'y 42,519, W'y 107,925.

THE MORNING NEWS (◎◎). Savannah, Ga. A good newspaper in every sense; with a well-to-do clientele, with many wants and ample means. Only morning daily within one hundred miles.

ILLINOIS.

GRAIN DEALERS JOURNAL (◎◎). Chicago. Largest circulation; best in point of quality.

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

(◎◎) TRIBUNE (◎◎)

Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MASSACHUSETTS.

BOOT AND SHOE RECORDER, Boston (◎◎), greatest trade paper; circulation universal.

BOSTON PILOT (◎◎), every Saturday. Roman Catholic. Patrick M. Donahoe, manager.

(◎◎) The Pilot (◎◎)

Boston

For 70 years has held the leading position and has the widest circulation of any paper in its class. It is read by Catholic families and their friends in every State in the Union, in every province of Canada and throughout the English-speaking world.

BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

TEXTILE WORLD RECORD (◎◎), Boston, is the "bible" of the textile industry. Send for booklet, "The Textile Mill Trade."

MICHIGAN.

GRAND RAPIDS FURNITURE RECORD (◎◎). Only national paper in its field.

MINNESOTA.

THE NORTHWESTERN MILLER (◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.

BROOKLYN EAGLE (◎◎) is The advertising medium of Brooklyn.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

THE IRON AGE (◎◎), established 1855. The recognized authority in its representative fields.

ENGINEERING NEWS (◎◎).—A technical journal of character and standing.—Times, N. Y. E. News prints more transient ads than all other technical papers; 1½¢ & 3¢ a word. Try it.

VOGUE (◎◎), the authority on fashions. Ten cents a copy; \$4 a year. 364 5th Ave., New York.

HARDWARE DEALERS' MAGAZINE. In 1904, average issue, 17,500 (◎◎).

D. T. MALLETT, Pub., 235 Broadway, N. Y.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first.

ELECTRICAL WORLD AND ENGINEER (◎◎) established 1874; covers foreign and domestic electrical purchasers; largest weekly circulation.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

THE NEW YORK TIMES (◎◎) bears "All the news that's fit to print" into over 100,000 homes within 25 miles of Times Square; rigidly censors advertising; quantity of quality.

NEW YORK TRIBUNE (◎◎) daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

FOREST AND STREAM (◎◎), weekly. Significant facts: (1) FOREST AND STREAM advertisers are of the stay-in class. (2) FOREST AND STREAM advertisers enlarge their ads. The increased space used by long-time clients tells the story.

OHIO.

CINCINNATI ENQUIRER (◎◎). Great—infential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N.Y.—Chicago.

PENNSYLVANIA.

"THE PHILADELPHIA PRESS" is a Gold Mark (◎◎) Newspaper, a Roll of Honor Newspaper, and a Guaranteed Star Newspaper, the three most desirable characteristics for any Newspaper. Circulation, daily average 1904, 113,342.

THE PUBLIC LEDGER (◎◎)—Independence Hall and Public Ledger are Philadelphia's landmarks; only paper allowed in thousands of Philadelphia homes. Circulation now larger than in 70 years. \$2,540 more advertisements April, May, June and July than same period 1904.

The PITTSBURG (©©) DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburg field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

SOUTH CAROLINA.

THE STATE (©©), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA.

NORFOLK LANDMARK (©©) the recognized medium in its territory for investors and buyers. Holds certificate from the Association of American Advertisers of bona fide circulation. If you are interested, ask to see voluntary letters from advertisers who have gotten splendid results from LANDMARK.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (©©), one of the Golden Dozen Newspapers.

CANADA.

THE HALIFAX HERALD (©©) and the EVENING MAIL. Circulation 15,000, flat rate.

THE TORONTO GLOBE (©©)

2% larger circulation than any other morning paper in Canada. U. S. representatives, BRIGHT & VEREE, Tribune Bldg., N. Y.; Boyce Bldg., Chicago.

Any publication to which Rowell's American Newspaper Directory for 1905 accords the Gold-Marks may use display space under the heading, "GOLD-MARK PAPERS." It may use an inch, a quarter page, a half page or a whole page. It will be observed that by doing so a publisher may secure a special position at the ordinary price: \$40 a page, \$20 a half page, \$10 a quarter page, \$3 an inch, twenty cents a line. The special position is created from the fact that no paper will be given space under the Gold-Mark heading unless it IS accorded the Gold-Marks in the 1905 Directory. The paid advertisements on the three following pages are examples.

Circulation

.. is the ..

*Soil upon which . .
Advertising is Sown*

.....

The clientele of the

*New York
Tribune*

can be likened to

FERTILE SOIL.

The quality is there, also the quantity,
and the harvest is always rich.

CIRCULATION BOOKS OPEN TO ALL.

Advertising Rates sent on application.

THE NEW YORK HERALD

Is the Leading Newspaper in America

It is the one newspaper carefully read by business men and men of affairs, as well as by men and women of leisure.

No newspaper in the world brings a greater volume of valuable responses to an advertiser

No newspaper in the world has a greater advertising patronage.

For the seven months ending July 31, 1905, the advertising in THE HERALD was

20,418 columns

This was an increase of 1,180 columns over the same period of 1904, and

Exceeded by Nearly 2,050 Columns

the paid advertising published in any other New York City newspaper in the same time.

THE EVENING TELEGRAM

is nearer to the great mass of people able and anxious to purchase than any other New York evening newspaper.

It publishes daily more than four pages of the small **want** and classified advertising that everybody is interested in.

IN THE MONTH OF JULY, 1905,

the total advertising in seven of the New York City Evening Newspapers was as follows:

EVENING TELEGRAM, - - -	271,121 lines
Second in rank, - - -	221,407 lines
Third in rank, - - -	214,663 lines
Fourth in rank, - - -	192,820 lines
Fifth in rank, - - -	155,493 lines
Sixth in rank, - - -	150,481 lines
Seventh in rank, - - -	141,119 lines

A Valuable Medium for General Advertisers

The Tail Will Soon Wag The Dog



Brooklyn has a population of 1,500,000. Its growth is averaging 1,000 per week—52,000 per year. Its capacity for expansion is unlimited;—that of Manhattan—old New York—has been reached.



The value of the EAGLE (☉☉) is best demonstrated by the immense volume of its advertising, which greatly exceeds that of all other Brooklyn dailies combined. Its total advertising space record for 1904 was greater than that of any of the New York city papers except the New York *Herald*.

The EAGLE is a progressive, high-class afternoon paper, selling at three cents a copy and exercises a commanding influence in its community. Sir Alfred Harmsworth, the great English journalist, after exhaustive investigation, declared it the model evening newspaper of America.

You can thoroughly cover Brooklyn with its 1,500,000 people by using the

BROOKLYN DAILY EAGLE (☉☉)

O'MARA AND ORMSBEE,
In charge of Foreign Advertising,
World Building.

ROWELL'S DIRECTORY



GUARANTEE STAR

Here are two ideas of com-
vertiser what circulation he
be honest and square—to
be bought, as a fixed, de-

Regardless of what other papers may conclude is business of this country that have no dark press-room, no closed

BUFFALO NEWS Guaranteed circulation over 90,000 copies daily. Every prominent local and foreign advertiser uses the News—many exclusively. Stands pre-eminently supreme in its field. Only Buffalo newspaper permitting circulation examination.

BOSTON TRAVELER Guaranteed circulation over 80,000 copies daily. A clean, 1-cent, home-reading newspaper, with a clientele distinctly its own. Second cheapest per line per thousand of circulation in Boston.

MEMPHIS COMMERCIAL APPEAL Guaranteed circulation over 40,000 copies daily and 58,000 copies Sunday. 90 per cent of literate population of Memphis and territory read the Commercial Appeal.

ST. JOSEPH NEWS-PRESS Guaranteed circulation over 34,000 copies daily. The best proposition, by long odds, not only of St. Joseph but of the Middle West. Only evening paper in city of over 100,000 population.

LOS ANGELES HERALD Guaranteed circulation over 24,000 copies daily and 30,000 Sunday. Carries more foreign advertising than any Los Angeles newspaper. Produces sure results. Invites a test.

NEW ORLEANS ITEM Guaranteed circulation over 22,000 copies daily and Sunday. Only New Orleans newspaper proving its circulation. Largest circulation—fairest rate—make the Item pay. Nearly everybody uses the Item.

BINGHAMTON PRESS Guaranteed circulation over 22,000 copies daily. Over double the circulation of its nearest competitor (guaranteed), and is recognized as one of the country's most notable successes. Covers entire field.

CHATTANOOGA NEWS Guaranteed circulation over 14,000 copies daily. You will find almost every foreign proposition using the News. Strongly indorsed by local merchants and druggists. Ask anybody in Chattanooga.

EVANSVILLE COURIER Guaranteed circulation over 12,500 copies daily. The largest circulation, of better quality and the best value in Evansville. Ask any one there as to the Courier's value.

PUEBLO STAR-JOURNAL Guaranteed circulation over 13,000 daily. Only evening paper, with largest local circulation, in a manufacturing community of essentially afternoon paper readers. Best value in Pueblo.

RICHMOND EVENING JOURNAL Guaranteed circulation over 12,000 copies daily. Only Richmond newspaper not in the advertising rate combination. Producing splendid results at a legitimate, fair rate.

LITTLE ROCK GAZETTE Guaranteed circulation over 10,000 daily and 12,000 Sunday. Only morning newspaper, and the State of Arkansas can be covered by the Gazette. Only one proving its circulation statements.

In making up your fall advertising lists use those papers
keep you from the



Smith & Thompson,

Representing Ne
of Known Circ

SMITH & THOMPSON'S



TRADE MARK

for commercial purpose—to show the ad-
 buying—to prove value—to
 offer space as space should
 definite, business proposition.

business judgment, here are a few of the good newspapers
 closed books, no evasive circulation statements:

CHICAGO EXAMINER Guaranteed circulation over 160,000 daily. Proven by
 Association of American Advertisers. See report. Biggest
 city circulation of any Chicago morning newspaper, and will show proof of splendid return.

COLUMBIA STATE Guaranteed circulation over 10,000 daily and 11,000 Sunday. The
 State ranks with the leading newspapers of the country in re-
 turn-producing value. No advertising campaign successful without the State, and no Southern
 State complete without it.

NORFOLK DISPATCH Guaranteed circulation over 11,000 copies daily. Now the
 biggest and best in Norfolk or Tidewater Virginia. Double
 any other afternoon paper. Books open to all, and investigation invited.

SAVANNAH PRESS Guaranteed circulation over 7,500 copies daily. To thoroughly
 cover Savannah the Press must be used, and with a reasonable
 rate card is not only the cheapest but the best. Only evening newspaper in second city of Georgia.

WINNIPEG TELEGRAM Guaranteed circulation over 18,000 copies daily. Manitoba
 is the richest part of Canada and the Telegram covers it.
 Manitoba cannot be covered without using the Telegram. A rich field for advertisers.

The "Big Five" Weeklies

PENNSYLVANIA GRIT Guaranteed circulation over 225,000 copies weekly. Goes
 into more than 10,000 of the smaller cities, towns and villages
 of the country. Read by prosperous people, wage earners, tradespeople. The leader of the country's
 weeklies in its class, and is truly "America's Greatest Weekly."

UTICA SATURDAY GLOBE Guaranteed circulation over 118,000 copies weekly.
 Beautifully printed and carefully edited to the likes
 of a purchasing clientele throughout New York, Pennsylvania and New England. To reach the right
 sort and get results be sure to use the Globe.

NATIONAL TRIBUNE Guaranteed circulation over 100,000 copies weekly. Published
 at Washington, and a publication of absorbing interest to all
 Civilian and Philippine War veterans. One of the best known "pullers" on "keyed" advertise-
 ments, and ranks high on cash returns.

WEEKLY COMMERCIAL APPEAL Guaranteed circulation over 80,000
 copies weekly. Thoroughly covers the
 most prosperous section of the rich South and Southwest. One of the best-known leaders on numbers
 of "keyed" propositions. Try out the Commercial Appeal's rich territory.

ELMIRA TELEGRAM Guaranteed circulation over 50,000 copies weekly. Unap-
 proached in a rich field as a medium to cover majority of the
 territory of Southern New York and Northern and Northeastern Pennsylvania. At the rate a sure result
 producer. Splendid for general publicity in its city and its territory.

those papers where there are no padlocked press-rooms to
 you from the truth.

Sending Newspapers
 Known Circulation

POTTER BUILDING, NEW YORK
 TRIBUNE BUILDING, CHICAGO



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

IF issued every Wednesday. Subscription price, two dollars a year, one dollar for six months in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES.

Advertisements 30 cents a line, per line measure, 15 lines to the inch (\$3); 200 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for pro rata.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG,

Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, SEPT. 6, 1905.

PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.

ARE YOU ONE OF THE

7,975?

Are you a regular reader of PRINTERS' INK? Or is this the first copy you have seen for some time? Are you one of the 7,975 readers not on the subscription list of PRINTERS' INK to whom this issue is mailed by way of showing what the Little Schoolmaster is doing these days for advertisers in every department of publicity? If so, it is quite probable that at some time in the past PRINTERS' INK visited your office every week. You read it as thousands of other alert, thinking, constructive business men have done, with the interest that it has always had for thousands

—not so much the interest of a periodical as that of a weekly document bearing directly on what you had in hand. Then the Little Schoolmaster stopped coming, perhaps. There's a story to that which may explain why it stopped in your case. Back in the old days when PRINTERS' INK swapped advertising space some hundreds of readers who never paid the freight received it weekly, and it got to be a sort of saying among publishers and advertising men that, "Oh, we get PRINTERS' INK regularly—somebody sends it to us—we never subscribe." But when the pernicious practice of swapping space was abolished by the Little Schoolmaster the subscription list also came in for vigorous revision. To-day there is no free list, and the saying once so general is as dead as *Godey's Lady's Book*.

The price is two dollars a year and when the year is up—well, what happens then has been largely the means of bringing the price down from \$5 a year to where it is within the reach of all.

PRINTERS' INK has to-day the largest paid circulation of any independent advertising journal. It has the largest number of desirable American and foreign advertisers as weekly readers.

The actual weekly average circulation of PRINTERS' INK for the year 1903 was 11,001 copies, the actual weekly average for 1904 was 14,918 copies, and the actual average for eleven months ending June 28, 1905, was 15,769 copies, as stated in the Roll of Honor.

While the growth has been slow, far too slow to satisfy the writer, it has been steady and the quality of the subscribers added of the very best.

* * *

But let the past take care of itself. Look over this issue and determine whether PRINTERS' INK is worth its present price to you. Is it? Or isn't it? Since the times when you used to look for every copy personally, either to see that the bookkeeper didn't carry it off or else to get it out of sight so that the Old Man might not miss it, advertising has magically broadened and increased. PRINT-

ERS' INK was the only advertising journal then. A dozen PRINTERS' INK "babies" are published now, and some of them are mighty good. But is the Little Schoolmaster any the less vital to you? The younger advertising journals publish far more pictures, have far finer paper and presswork, far prettier covers and typography. Yet is there one that, for the solid, downright, heart-to-heart information it publishes every week about advertising in all its many phases, can compare with PRINTERS' INK, in its old-fashioned dress, without any cover at all, and a little prim in its straight-away type page? Is there one that prints as much current news of publicity and publishing—one that touches on so many sides of advertising—one that goes so far under the skin of every advertising movement or proposition or campaign—one that has so little of an axe to grind—one that so constantly, week in and year out, presents all there is to be known about advertising in a way that never suggests the amateur writer advising the corner groceryman?

* * *

Go into the Aldine Club in New York on Wednesday and you will see fully half of the important publishing and advertising men of the metropolis. Sticking out of the pockets or carried in the hands of a large proportion of them is the fresh number of PRINTERS' INK—brought away from the office so the bookkeeper wouldn't collar it, maybe. Why is it, think you, that almost any other advertising journal you wish to name—excellent as most of them are, each in its field—is as safe as though covered by burglar insurance? Because PRINTERS' INK publishes in a month, in its close-packed pages, enough matter to fill out their beautifully arranged numbers for a year—because what appears in PRINTERS' INK this week, next week, all the time, is important to every advertising man and publisher, and none of them can afford to miss it. Compare this issue to-day with those of the times when PRINTERS' INK was five dollars a year. Consider

that it comes weekly for the same price most of the monthly advertising journals ask. As a matter of dollars and cents can you afford to be without it? As a matter of information, suggestion, pleasure, progress, can you afford to remain one of the 7,975? Can you?

FRIENDS and credit pursue the man who does not need them.—*Philistine.*

A CORRESPONDENT writes that as a matter of fact the *Press* and *Dispatch* are the only two newspapers in Pittsburg that carry any considerable amount of want ads.

THE McCormick Brewing Co., of Boston, formerly spent about \$4,000 a year for advertising. The C. Brewer Smith Agency have just closed a contract with them for \$10,000 this year.

J. L. BRISTOW, late Fourth Assistant Postmaster General and subsequently special commissioner to Panama, has returned to newspaper work, taking charge of the *Salina, Kansas, Evening Journal*. That paper is to be enlarged and fitted with additional mechanical equipment.

REACHES ITS MAJORITY.

A special issue of the *Daily Times*, Victoria, British Columbia, is called the "Of Age Edition," marking the completion of that paper's twenty-first year. The story of the paper since its establishment in 1884 is given, with forty-four large pages of illustrated information about British Columbia's growth, future and opportunities. This matter is of a distinctly solid character, and has nothing of the "special issue" about it. The *Victoria Times* is published by a company headed by Hon. William Templeman. H. R. McIntyre is business manager, John Nelson managing director, W. G. Lemm advertising manager, M. A. Wylde circulation manager and Robert Dunn managing editor.

MR. FRANK W. WORCESTER has returned to California and is now assistant general manager of the *Herald* of Los Angeles, Cal.

A NEW Western advertising agency is that headed by J. F. Hill, with headquarters in Los Angeles, Cal. It is handling a clean line of local business, placing some of its advertising in Eastern publications.

THE RALEIGH, N. C., "TIMES."

The Raleigh, N. C., *Times*, George B. Crater, publisher, has added the Associated Press service and enlarged the paper to eight pages. Mr. Crater was formerly business manager of the Charlotte, N. C., *Observer*.

MR. HENRY GUIMOND, late of the *Cosmopolitan Magazine*, and an experienced advertising man, has been appointed Western manager of Albert Frank & Co., general advertising agents of New York, Chicago, Boston and Philadelphia. He has taken charge of the firm's Chicago office at 218 La Salle st., where he will look after the increasing Western business of this long established agency.

BUILDING FOR A TEXAS DAILY.

The *News-Tribune*, of Austin, Texas (formerly the *Tribune and News*), has been incorporated and will soon move into a new building of its own in that city. A Sunday edition is also to be established, and a new mechanical equipment includes two linotypes and a large press. The *News-Tribune* is the only evening paper in Austin. The officers of the News-Tribune Publishing Company are Charles Stephenson president and managing editor, George E. Shelley vice-president, P. L. Richardson treasurer, G. W. Briggs secretary and city editor, Isador Kantrowitz business manager.

CONSOLIDATION IN DE- TROIT.

On August 23 the Detroit *Tribune*, after nearly seventy years of publication, ceased to have its own identity and was merged with the Detroit *News*. The latter will appear both morning and evening. This gives the city a paper with a circulation approximating 130,000 copies, the rating for the *News* last year in Rowell's American Newspaper Directory being 99,318 copies and that of the *Tribune* 22,676. The Sunday edition will continue to be known as the Detroit *News Tribune*. Last year it had an average issue of 60,831 copies. Ralph H. Booth, who was publisher of the *Tribune*, retires from the new paper, but it is said that he will soon be heard of in connection with other important newspaper enterprises.

SOME mediums of small circulation get the bulk of the resort advertising in their respective cities because of reputations established years ago. The hotel man is one of the hardest to change his opinion. Many of the younger and progressive managers of hotels are, however, awakening to the fact that it is the paper with a large circulation that pays best. It is only a question of a few years when the hotel man, like the general advertiser, will select his mediums the same way as the general advertiser does, namely, by ascertaining which papers have the best circulations in the regions from which his guests come, and advertise in them.

SECOND CITY IN WISCONSIN.

A correspondent writes to
PRINTERS' INK:

I spent a little time at Superior. It is an up-to-date city. Some day it will be of the order of Buffalo. It has all the facilities. West Superior and East Superior are now one. Between the two there was a space of three miles, but this is all laid off in lots. The shipping industries are all that can be desired. They already have the largest grain elevators in the world.

THE daily newspaper, the weekly newspaper, the magazine or trade paper that is workable is not worth working. C. J. Z.

MESSRS. SMITH & THOMPSON, Potter Building, New York, and Tribune Building, Chicago, representing newspapers of known circulation, have been appointed representatives of the Columbia, S. C., State, a Gold Mark, Roll of Honor and Guarantee Star newspaper.

A SUBSTANTIAL-LOOKING monthly trade journal established in the South last spring is the *Practical Machinist*, of Atlanta. It is devoted to iron and steel working, machine construction and repairing, with special reference to Southern conditions. J. A. Rasbury is at the head of the company that publishes this journal.

A NEW BANKING AND STATISTICAL MONTHLY.

Moody's Magazine, a monthly review of banking, investment and corporation statistics and affairs, will be issued by the Moody Corporation, 35 Nassau street, New York, about October 10. Selling at twenty-five cents a copy, it will have a department devoted to new investments, an outlook on the stock market, a summary of leading financial and industrial events and many special articles. The publication will be illustrated. The Moody Corporation started in one room in 1900, with an office force of a man and a boy. With the first issue of *Moody's Manual of Corporation Statistics*, however, the young business began to grow. To-day it is a recognized force in commercial publishing, issuing besides *Moody's Manual*, which is yearly, an annual Coupon and Dividend Directory, a manual of classified investments and numerous books of statistical character. The company also prepares corporation statistics on private order, and has a complete printing plant known as the Moody Press.

PRIZE COMPETITIONS TO BE CONTINUED.

Messrs. D. Appleton & Company announce that they will reopen their advertising prize competition in *Appleton's Booklovers Magazine*, commencing with the October number. The publishers state that this competition has been so well received by advertisers in the past that they are meeting a general request for its continuance. An advertising competition of this kind has many advantages. It is usually the hardest thing in the world for an advertiser to get an unbiased opinion of his advertisement from an advertising solicitor or even from a friend. The magazine readers have very little feeling on this point; and in sending in their votes for the best advertisement, they usually state pretty emphatically just why they prefer a certain advertisement. The magazine will follow its usual custom of forwarding the votes to the advertisers, so that they can see just what a critical public thinks of their copy. As the publishers say; it should be worth something to advertisers to find out whether they know the public or whether they don't. The majority of voters will decide which are the best full-page, half-page and quarter-page advertisements for each month. A committee of advertising managers, representing national advertisers, will then decide what competitors have given the best answer in fifteen words.



Semi-Annual Clearing Sale MEN'S SUITS

Twice each year we say goodbye to all our garments. We have more stock than we can handle. We are ready to take our medicine.

To Make a Quick, Clean Sweep

of the winter let this sweep—we say
Students Suits, Well-tailored Suits, Faded Suits—Cheerful, Homogenous, Clean and Fancy Materials. Also a good assortment of suits just right for Fall and Early Winter wear.
All sizes for Men and Young Men.
Former prices \$25 to \$35—\$10.

Your Pick at

\$9.50

Hackett, Carhart & Co.

12 Broadway Street, At 12th St. at Canal St., near Chambers St.

THE THREE LAMPS—A STORE TRADEMARK.

THE *Dry Goods Reporter*, Chicago, has issued a new edition of its vest pocket directory for that trade, giving compact lists of business houses in Chicago carrying textiles, clothing, novelties, glass, china, furs, store equipment, etc. It is a complete guide for the buyer who visits Chicago.

A NEW official title that might look well on a bank's advertising has been created for Robert Bayles, who has served the Market and Fulton National Bank, New York City, for forty-three years. Mr. Bayles, who was long president of the institution, has been created "president emeritus," and retires to give place to an active successor.

RAILROAD ADVERTISING FOR A SHORT LINE.

As a supplementary campaign to its Pacific Coast advertising the Southern Pacific Railway will spend \$100,000 this winter advertising its coast line from Los Angeles to Portland. Copy is to be prepared by Charles S. Aiken, editor of the company's magazine, *Sunset*, and will be placed in leading Eastern and Western publications.

BUSINESS PERIODICAL IN CONNECTION WITH MU- SIC CATALOGUE.

The Aeolian Company, New York, sends out to owners of its musical instruments a monthly catalogue of new music that is to be had in perforated rolls. With the July issue John Irving Romer, advertising manager of the company, transformed the catalogue into a little house periodical called *Aeolian Notes*, retaining the formal list of music in its original form, but adding several pages of interesting Pianola gossip. Each issue also has a photogravure portrait of a famous composer, and facing it is a list of the ten compositions by that composer that have sold most widely for the Aeolian Company's instruments.

JOHN GIBB, father of the late Howard Gibb, died in Brooklyn August 27, aged seventy-five. Mr. Gibb was a Scotchman by birth, but came to this country in 1850. Eventually he secured control, with his sons, of the Frederick Loeser store in Brooklyn.

AN address on "The True Function of Advertising," delivered before the Peoria Ad Club recently by Marco Morrow, of the Long-Critchfield Corporation, Chicago, has been published in booklet form by that company for general distribution. Mr. Morrow's arguments cover the whole advertising field broadly, and were of a character to help the manufacturers of Peoria to advertise their products.

IT TOOK IN THE SILLY SEASON.

The latest circulation scheme of the Hearst papers in New York is novel. On certain mornings, announced in the *American*, an agent for the paper circulates in the crowd pouring from Brooklyn Bridge and the Subway through City Hall Plaza. Twenty \$5 bills are distributed by him to the persons who, in his opinion, are carrying copies of the *American* in the most conspicuous manner. Distributions are also made at Grand Central Station, the Jersey ferries and other important points.

A NEW PAPER FOR MON- TREAL.

A new weekly paper to be known as the *Standard* will shortly begin publication in Montreal. In character it will be a literary and political review, of high tone, and a long list of distinguished contributors, both Canadian and American, is announced. Particular emphasis is laid on the fact that it is to reflect the Canadian national spirit. The publisher, George Murray, is well known throughout the Dominion as an educationalist, journalist and litterateur, and a heavy advance order is said to await the journal's first issue.

NEARLY 20,000 persons, including 6,000 school children, attended an outing given recently by the *Evening Review*, of East Liverpool, Ohio. A feature of the day was an address from Governor Herrick, of Ohio.

A CORPORATION with capital of \$100,000 has been formed at Los Angeles, Cal., to publish a new paper to be called the *Evening News*. The first issue will appear at an early date. The prime mover is Sam T. Clover, formerly general manager of the Los Angeles *Evening Express* and publisher of the Chicago *Evening Post*.

BACKED BY MONEY.

The New York *World* announces that it has authorized the American Exchange National Bank, of New York City, to pay \$10,000 to anyone who can demonstrate that the net paid circulation of that paper's morning and Sunday issues is not at least 250,000 copies a week or 1,000,000 copies a month more than the circulation of any other New York newspaper. The circulation of the *World* for 1904, as stated in Rowell's American Newspaper Directory was: Morning, 302,835 copies daily; evening, 379,735 copies daily; Sunday, 433,484 copies per week.

SEVEN YEARS OLD.

The Dayton, Ohio, *Daily News* has just celebrated its seventh birthday, it being now seven years since the present corporation acquired the old *Evening News* and put it on its feet. Since 1900 the *Daily News* has made a practice of stating its circulation regularly to Rowell's American Newspaper Directory. Its 1904 rating credited it with a daily issue of 18,642 copies. The *Daily News* is published in the evening, and has no Sunday edition. Dayton has one other daily, also an afternoon journal, with no Sunday issue—the *Evening Herald*, credited with 13,280 as its daily issue for 1904.

THE CLUB RATES.

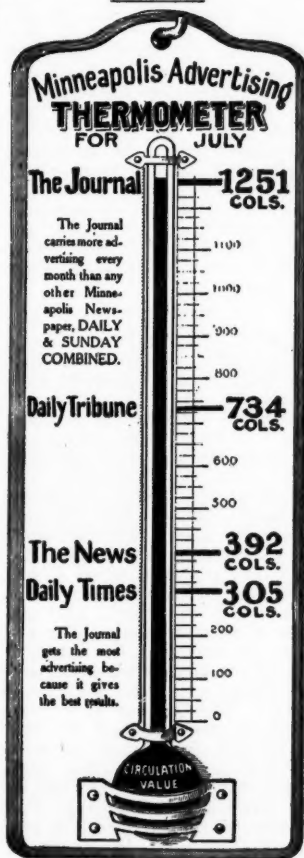
AMERICAN LACE CO.,
IMPORTERS FRENCH VALENCIENNES LACES
EXCLUSIVELY.
DECATUR, Ill., August 24, 1905.
Editor of PRINTERS' INK:
Please send us \$5.00 worth of PRINTERS' INK.

We haven't seen a copy for a year, but know it is good. We don't know your street address or your subscription rates.

Yours truly,

AMERICAN LACE CO.,
C. R. Murphy.

Five dollars sent at one time pay for a four years' subscription to PRINTERS' INK, sent either for four years to one party, or to four parties for one year.



COMPREHENSIVE.

ON Thursday, August 31st, the Boston *Traveler* issued a 16-page number in celebration of its eightieth anniversary as well as of two years' management of Mr. Fahey. A special feature was matter pertaining to the manners, customs, etc., of Boston in the year 1825, plentifully illustrated with pen pictures and other illustrations.

MAGAZINE publishers have long since discarded the idea that quantity of advertising means everything. For the purpose of presenting their publications to advertisers in different lines, they now have carefully tabulated summaries giving in detail the different lines they are representing. They do this because they reason that a magazine carrying the biggest line of this or that is the one best adapted to carry still more, reasoning that competition is the life of trade. Newspapers might well construct detailed reports covering their advertising from month to month.—*Ad Sense for August.*

THE C. Brewer Smith Advertising Agency, 84 State St., Boston, have closed a \$200,000 contract with the X-Zalia Corp. of Boston for advertising X-Zalia. The contract covers 2 years, \$100,000 to be expended each year. Earlier in the year Mr. Smith secured from this concern a small trial appropriation for newspaper advertising which paid so well in Maine and some of the New England cities where it was tried out that the company were encouraged to branch out and take in more territory. The advertising will now be extended throughout New York State, and ultimately extended West and South. The Quinona advertising which is also handled by Mr. Smith will be started up after Labor Day. This is another preparation that received its advertising start in Maine papers. The success of the Quinona Co. and the X-Zalia Corp. is said to be due to Mr. Smith's efforts.

THE *Star*, of Meridian, Miss., has been added to the list of the S. C. Beckwith Special Agency, New York.

END OF A QUESTIONABLE CAMPAIGN.

During the past summer many magazines have printed advertisements of the Mac Levy Institute of Physical Culture, Brooklyn, the purport of which was a stock investment scheme whereby Mac Levy proposed to increase the capital of his gymnasium. On its face this advertising was not convincing, and it is to be hoped that few "investors" were caught. The Mac Levy concern has assigned with liabilities of over \$20,000 and hardly any assets worth while. The gymnasium and its fixtures are mortgaged. The creditors are chiefly newspaper and magazine publishers, and it seems just that the publisher who would accept such advertising ought to be made to whistle for his money.

A PROFITABLE FRAUD.

Charles Bernard, secretary of the Associated Billposters and Distributors of the United States and Canada, sends from Chicago a typewritten list of between 500 and 600 names of men in every part of the country who have paid a fee to be listed as distributors of advertising matter. The plan, according to Mr. Bernard, is to use the classified columns of newspapers in Chicago and other cities, advertising for men to distribute circulars. Applicants for this work are asked to pay \$1 as a registration fee. Their name is then listed, and the list is mailed to a few advertisers in order to keep within the law and postoffice regulations. But the chances of persons so registered obtaining distributing are absolutely nil. Several concerns in Chicago work this game, and as the lists are revised monthly the receipts must be in the neighborhood of \$3,000 or \$4,000 a year for each "agency." This money is taken without giving any adequate return.

THE Davenport (Iowa) *Times* has installed a free advertising bureau for the benefit of merchants in Davenport and the surrounding towns. The function of this bureau is to supply expert advice and intelligent copy writing for its patrons.—*Ad Sense for August.*

CONDEMNS "LIQUOZONE."

"Liquozone," the preparation that has been so widely advertised the past two years, seems to come in for more criticism from those who oppose proprietary remedies than any similar preparation, probably because of the unique claims that are made for it. "Liquozone," it is asserted, contains oxygen in such degree that it kills all bacterial life. Bacteria are vegetables, and oxygen is as fatal to vegetable existence as carbonic acid gas to animal. Prof E. F. Ladd, food commissioner of the North Dakota Agricultural College, has gone so far as to officially warn the people of that State against "Liquozone," according to the San Francisco *News Letter*. He says:

The claim that the virtue of the product is due to oxygen is false. Liquozone contains from less than one per cent to more than two per cent, as shown by various analyses, of sulphurous and sulphuric acid. I consider the indiscriminate use of this product as dangerous to the health of the community. I therefore give notice that on and after August 1, 1905, any party in North Dakota who sells, offers for sale or exposes for sale Liquozone will be prosecuted by this department under laws of this State. I further warn the public against the use of this dangerous product, and as evidence quote the following from the *Medical Times and Hospital Gazette* of London for July 1, 1905: "Dr. Wynn Wescott, the Coroner for the Stoke Newington District, concluded on Monday last his inquiry into the circumstances attending the death of Constance Adelaide Sheppard, aged three years and ten months, and Dorothy May Sheppard, aged two, daughters of a tobacconist's assistant of Stoke Newington. The evidence given at the previous hearings, referred to in our issue of the 17th ult., showed that the father obtained a free bottle of Liquozone, and doses of half a teaspoonful were given to the children for several days. Both were taken ill and died. The jury decided that the children died from exhaustion after vomiting and diarrhoea, set up by taking Liquozone."

PRINTERS' INK comes nearer to presenting the advertiser's standpoint than any other publication of its kind.—*S. Keith Evans, Advertising Manager the Review of Reviews Company, New York, August 24, 1905.*

CRITICIZES THE COMMERCIAL AGENT.

One of the special commercial agents, of the six recently sent out by the Department of Commerce and Labor, has sent in a report on commercial conditions from South America. The New York *Sun* condemns its prolixity and indirectness and questions the value of such information to American manufacturers:

What the commercial public wants from these gentlemen is concise and specific information. It wants to know where it can go and sell goods. It has long been dinning into the ears of our merchants that they do not pack their goods properly, that they will not meet the credit systems of their competitors, that their efforts are too spasmodic. All these propositions, and others which are like unto them, are an old story. Professor Hutchinson takes eighty words to say what business men want to know in seven—thus: "The Brazilian market prefers English cotton machinery." He takes a whole page to say that American exporters are unwilling to extend credits as freely as their European competitors, and another page to say that there is universal complaint of American methods of packing. A serious trouble with the present investigation is that it is necessarily superficial. Prof. Hutchinson expects to cover the whole of South America in six or eight months. A letter recently received from Peru says: "There is now at Lima a commercial attaché of the German Foreign Office. He spent a year in Chile, and has come to Lima for a stay of some months." We suggest that the necessarily general reports submitted by our commercial agents be condensed and displayed topically, so that their essential features and items of particular importance may be quickly grasped by their readers.

THE greatest harm that has ever befallen advertising as an honest business force—is the practice of swapping space. In this pernicious process somebody is always outwitted—premeditatedly.

C. J. Z.

Every Business Man Advertises

not necessarily in newspapers, but in some way. PRINTERS' INK is a journal for advertisers—that is to say, it is a journal for every live business man who wants to keep abreast of the times.

Advertising is the art of influencing trade—of inducing people to buy of you instead of buying of your competitor. PRINTERS' INK has been called "the Little Schoolmaster in the Art of Advertising," because it teaches one how to create a market for the goods he manufactures or sells.

Advertising is not an exact science, and no hard and fast rules for the conduct of an advertising campaign can be laid down, but much can be learned from the experience of others, and in the pages of PRINTERS' INK the experiences of advertisers, big and little, are given. The merchant in Omaha profits by the experience of the merchant in Philadelphia. The advertisement of a New York shoe store, reproduced in PRINTERS' INK, is seen by a subscriber in San Francisco and is utilized as the basis of an ad of his own. The follow-up methods employed by a merchant in one line of trade prove suggestive to someone who is perhaps engaged in an entirely different business.

Every issue of PRINTERS' INK is brimful of suggestion. One cannot read of what the brightest men in the advertising world are doing without culling here and there an idea that will prove valuable in one's own business. Many successful business men have testified that some of the best advertising ideas they have ever had were derived from PRINTERS' INK—not copied blindly but suggested by something they had read in the Little Schoolmaster. PRINTERS' INK believes in originality in advertising, but there is a good deal of truth in the old saying that "originality consists in adapting old ideas to new occasions."

For the busy merchant who cannot spare the time to write his own advertisements, PRINTERS' INK publishes every week four or five pages of "Ready-Made Ads." These can be used bodily or altered to suit the occasion.

Another department treats of illustrations from a critical standpoint, reproducing examples of illustrations, good and bad, from current advertisements. Newspaper circulations and rates are discussed in nearly every number, and the returns obtained from advertisements in various publications are given. The same is true of magazines, nor is billboard and street-car advertising overlooked. PRINTERS' INK reporters and contributors cover the whole field of advertising, combining information with instruction, so that to the experienced advertiser who cares only for news, the contents of the publication are as interesting as to the beginner who seeks knowledge.

To the small merchant who spends only a few dollars a year in advertising PRINTERS' INK is valuable, because it teaches one how to get the best results for the least money and how to avoid the errors that often prove so costly to a beginner

To the experienced advertiser PRINTERS' INK is valuable because it gives him the news of the advertising world.

To newspaper publishers PRINTERS' INK is valuable because it tells what advertisers are doing or planning to do.

To every business man, no matter what his business, PRINTERS' INK is valuable, because it is full of practical suggestions—of ideas—of the sort of reading matter that makes one think for himself.

To YOU, who read this, PRINTERS' INK is valuable—even if your advertising is limited to a booklet or circular letter issued once or twice a year.

PRINTERS' INK is published weekly. Each number consists of from 48 to 64 pages, making between 2,000 and 3,000 pages a year. The subscription price is \$2; or, if you prefer, you may send one dollar for a trial subscription of six months. (So certain was I that if you read PRINTERS' INK for three months you would not want to be without it, that I was willing to accept your money under a definite proviso. The Post Office censor ruled it out, however, as you may perceive from the letter printed on the opposite page.)

Make checks payable to

CHAS. J. ZINGG, Manager,

Printers' Ink Publishing Co.,

10 Spruce St. (up stairs),

New York City.

Post Office Department
Third Assistant Postmaster General
Classification Division
Washington

AUGUST 25, 1905.

The Printers' Ink Publishing Company,
Publisher "Printers' Ink,"
10 Spruce Street, New York, N. Y.:

SIR—Your communication of the 8th instant has been received, in which you state that you propose to make the following subscription offer in future issues of PRINTERS' INK:

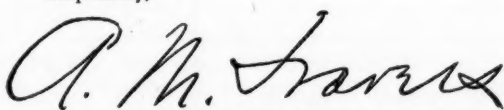
"Send me two dollars (the regular subscription price for one year) with your name and address, and I will enter your name for a full year's subscription, with this proviso:

"That at any time before the end of the present year you may cancel your subscription if you like and receive back the full subscription price. I will deduct nothing for the copies you did receive but will refund the two dollars entire if, after after reading PRINTERS' INK for several months, you find that you would rather have your money than the paper."

You ask "may a publisher make an offer as above under the rules and regulations?" In reply you are informed that the Postal Laws and Regulations do not deal specifically with such a proposition. It is new. While in the case of PRINTERS' INK no abuse of the second-class mailing privilege might result, it would be the means, not only of fostering, but maintaining abuses generally.

Your proposition cannot, therefore, be approved by the Department.

Respectfully,



Acting Third Assistant Postmaster General.



The Star Galaxy Papers

ILLINOIS.

Chicago.....Daily News
Chicago.....Record-Herald
Decatur.....Daily Review
Peoria.....Star

MINNESOTA.

Minneapolis...Tribune
Minneapolis...Journal
Minneapolis...Farm, Stock and Home
Minneapolis...Svenska Amerikanska Posten

PENNSYLVANIA.

Philadelphia...Bulletin
Philadelphia...Press
Pittsburg.....Post
West Chester..Local News

CALIFORNIA.

OaklandHerald

NEW YORK.

Buffalo.....Evening News
Troy.....Record

COLORADO.

Denver.....Post

DISTRICT OF COLUMBIA.

Washington...Evening Star

IOWA.

Sioux City.....Tribune

MARYLAND.

Baltimore.....News

MASSACHUSETTS.

Boston.....Globe

MISSOURI.

Kansas City.....Star

NEBRASKA.

Lincoln.....Daily Star

NEW JERSEY.

Red Bank.....Register

OHIO.

Akron.....Beacon Journal

SOUTH CAROLINA.

ColumbiaState

TENNESSEE.

Knoxville.....Journal and Tribune

VIRGINIA.

Richmond.....Times-Dispatch

WISCONSIN.

Racine.....Wisconsin Agriculturist

CANADA.

Toronto.....Mail and Empire

Montreal.....Star

Rowell's American Newspaper Directory Guarantee Star is of vastly higher quality and value to the intelligent advertiser than all the certificates of associations and accountants that charge good fees for a one-time sporadic investigation, which is as ephemeral as it is misleading. Rowell's Guarantee Star guarantees the publisher's own statement, and the Directory merely acts as custodian and attorney for publisher and advertiser.

THE BALLAD OF PETER BROWN.

An enterprising Yankee chap
Whose name was Peter Brown
Opened a store on Deadman Street
In Sleepy-headed town.

The other merchants on the block,
Old-fashioned chaps were they,
Lighted their stores with oil or gas,
Their fathers lit that way.

But Peter he was up-to-date
And eke a little wise.
Said he:—"Electric light for me—
It pays to advertise."

He lighted up his little store
With incandescent lamps,
Remarking that for business they
Laid over trading stamps.

His store stood out from all the rest,
The people came *en masse*,
Attracted by the brilliant glare
They simply couldn't pass.

He did the business from the start,
They couldn't keep him down,
The combination was too stiff—
Edison and Peter Brown.

The ancient merchants viewed dismayed
The rise of Mister Brown,
Some followed suit and lit with "juice,"
Some lit out of the town.

And Brown who rich and richer grew
When lighting up at night
Would oft remark: "Success is due
To pluck and luck and light."
—Booklet from Edison Co., B'hlyn.

ENGLISH FRAUD ORDERS
NEEDED.

American periodicals are so full of advertisements of preparations for bleaching the skin and taking the kinks out of curly hair that the postal authorities, for the protection of the black brother, have thought it desirable to stop the delivery of all magazines and newspapers which contain such advertisements. This is another example of the drastic style in which the American Government deals with fraudulent advertising, and it is a pity that our own Postoffice cannot be induced to display a little of the same energy. The white man is surely as much in need of protection from quacks and other swindles as the Ethiopian, whether in this country or in the United States.—*London Truth*.

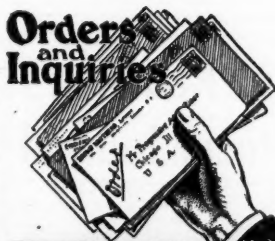
A PLAN TO ADVERTISE A NEWS-
PAPER.

The South Bend *Tribune* prints upon a single sheet all the editorial matter that has appeared in its editorial columns for the week previous and mails this sheet to every newspaper editor throughout Indiana. The result has been that the *Tribune* has become one of the most widely quoted newspapers in Indiana; even more widely quoted than any of the newspapers in Indianapolis, with but one exception. The scheme has proved more than profitable to the *Tribune*, for it is giving the *Tribune* much wide and desirable publicity among the readers of other newspapers.—*Newspaperdom*.

HOTEL ADVERTISING.

Proprietor Hahn, of the St. Regis, has sadly realized that the press is the most powerful weapon in the land. The newspapers, which have long made themselves ridiculous by publishing highly exaggerated stories of the cost of service at this exclusive hostelry, are beginning to find sincerity in the plaint of the troubled landlord. That a certain large element has been really frightened away from the hotel at Fifth avenue and Fifty-fifth street, in the belief that only millionaires could enjoy the hospitality of Proprietor Hahn's caravansary, is so evident that editorials on the subject now appear in some daily papers. I believe it is the only example of an over-advertised hotel. A few hotels in New York are losing money steadily, the general public does not know their charm. Last week the name of an apartment hotel under the shadow of the Times Building was changed by the new management for no other reason than because the old proprietor had never advertised.—*Town Topics*.

"As Others See Us" is a booklet of opinions from local advertisers in the *Tribune*, the only evening daily in Galveston, Texas. The *Tribune*, according to its own statement, reaches ninety-three per cent of Galveston's homes and offices every week-day afternoon.

Results
from Illustrated
Letters

There is only one test to a form letter, or any other kind of direct advertising and that is—results.

Illustrated letters embody the highest kind of mail-drumming salesmanship, whether used by the manufacturer, retailer, mail order or general advertiser.

Write on your office stationery for specimens and particulars.

FREDERICK WARD,

Originator of Illustrated Letters,
40 Dearborn St., Chicago.

**DO YOU WANT TO REACH
80,000 PREACHERS?**

THIS GIVES A DISTRIBUTION SELDOM ATTAINED BY ANY PUBLICATION—REACHING EVERY TOWN OR HAMLET IN THE U. S. THAT HAS A CHURCH.

**ONE ADVERTISER GOT
\$1,800 WORTH OF ORDERS
LAST YEAR FROM A
DOUBLE PAGE.**

**THE COST IS \$1.50 PER
PAGE PER THOUSAND, OR
LESS ON A YEARLY CONTRACT.
FIRST FORMS
CLOSE SEPT. 20.**

**WRITE F. M. BARTON,
PUBLISHER "CURRENT
ANECDOTES," 708 CAXTON
BLDG., CLEVELAND, O.**

ADVERTISER'S REFERENCE BOOKS OF AUTHORITATIVE INFORMATION

Every man regularly or occasionally engaged in the preparation of advertising matter has felt the need of authoritative reference books on the techniques of the subject. These books fully meet that need. Each is a complete treatise of the subject, all the necessary data being carefully tabulated for easy reference.

PRINTING TECHNICS

Illustrated Chapters on: Determining Specifications, Preparing the Dummy, Laying out Paper, Sizes of Type, Margins, etc. Illumination. Paper, its qualities and adaptabilities with actual samples showing printing qualities of each grade, Tables of all sizes, Cost, etc.; How to Figure Stock; About Ink and its Selection; Binding; Ordering Printing; Cost Tables, etc., etc. \$1.00 per copy, postpaid.

ENGRAVING

Profusely illustrated with specimens all kinds of engravings, easily understood chapters explaining the nature and methods of making each kind, kinds of copy and how to prepare it for best results; specimens different screen half-tones, cost, etc. Very complete and valuable information. Price 75c. a copy, postpaid.

PROOF-READING

Explicit instructions on preparing copy for printer, getting and correcting proofs, very complete explanatory tables of proof-marks and corrected proof sheets; technical terms, tables to instantly determine space required for certain copy and complete rules governing punctuation. Price 75 cents per copy, postpaid.

All three books at one time to one address, postpaid \$2.00.

ADVERTISERS' TYPE MEASURE

A unique and practical help—measuring Pica, Em, Points, Agate Lines, Nonpareil Lines, Brevier Lines and Inches—also a simple explanation of type technics and table showing number of words to square inch in given sizes of type. Postpaid for 25c. Remit in currency or money order to

WILLARD PRESS, Brooklyn, N. Y.

The Red Men's Official Journal

A Subscription List in Every State and Territory.

Lowest Monthly Paid Circulation 3,500.
Highest 6,500.

Proof of this Guaranteed to Advertisers.

Owned by the Great Council of the United States.

Official Paper for a Membership of 412,000.

Increases Circulation Every Month.
Circulates to a Class that Lives Well and Has Money to Spend.

One Rate—One Dollar, One Inch, One Month; Three Dollars, Three Months; Twelve Dollars, Twelve Months.

Payment in Advance. Sample Copy on Application.

Advertise in the *Red Men's Official Journal* to People Who Can Buy.

ADDRESS:

**ANDREW H. PATON, Publisher,
DANVERS, MASS.**

Ready January 1st, 1906.

As Advertising Manager

(TO THE PUBLISHER)

of an evening or morning daily in a big city. The advertiser desires new connections by January 1st, 1906.

Now and for the past ten years with the biggest daily in one of the largest cities in the United States. Ten years ago this paper was the smallest and most obscure. From a circulation of about 5,000 copies to nearly 250,000 to-day; a rate ten years ago of 6 cents per line to 30 cents per line to-day, and is still growing at a fast pace.

The advertiser had something to do with this result.

My proposition ought to interest some live Publisher.

Address,

**M. Y., care Printers' Ink,
No. 10 Spruce Street,
NEW YORK.**

THE readers of the THEATRE MAGAZINE are liberal spenders.

When they purchase they rarely stop to think of the cost.

They aim to please themselves and others.

Now—

Isn't such a trade worth going after?

You can get it, or if you already have some of it, you can increase it by advertising in the THEATRE MAGAZINE.

You reach these people, and you reach them in the right way at the right time.

The right way is the way we construct your advertisement, giving you, at a slight additional charge, the best skill of our advertising art and copy department. We make your matter distinctive, suggestive and efficient in results.

Write us.

THE THEATRE MAGAZINE

26 West Thirty-third Street, New York

Hold at Arm's Length

and see the skull in profile.

"Memento Mori."



Copyright 1905 - Gutmann & Gutmann

This kneeling female figure forms a skull in profile and is conceded to be the most artistic skull picture ever produced. The most beautiful attraction for your room, den or office. This line cut does not show the beauty and tone of the large reproductions. A Platinum Sepia Print, artistically mounted, ready for framing, size 13x18, will be sent post paid on receipt of \$2. Write now.

GUTMANN & GUTMANN,

28 E. 23d St., New York.

MEMBER OF



The Le Roy Gazette

has been published continuously at Le Roy, N. Y., since April, 1826, a period of 4,128 weeks, or 28,985 days, and has changed hands only once in 65 years.

One of the strong County Weeklies of New York State.

Largest weekly circulation in three prime counties of Western New York—Genesee, Orleans and Niagara.

EXTRACT FROM A LETTER:

"The Le Roy Gazette is a first-class paper and one of the best."

C. I. Hood & Co.

Rates on application.

GEORGE E. MARCELLUS, Prop'r,
The Gazette, Le Roy, N. Y.

FREE.

100 page Catalogue
giving prices on all kinds of

PRINTING.

Every page copyrighted; nothing like it before ever published.

Experience of years of hard labor methodically compiled.

Sent free to

ADVERTISING MANAGERS,

Manufacturers, Business Houses,
and Concerns who spend money
for advertising.

Others, \$1.00 per copy.

CLARENCE E. RUNEY,

Advertising Agent.

Runey Buildings,
Cincinnati, O.

MISTER PUBLISHER OF WEEKLY OR SEMI-WEEKLY NEWSPAPER MAKE MONEY THIS FALL.

We can sell you for \$1, a plan for your FALL, CARNIVAL, HOLIDAY and CHRISTMAS ADVERTISING. We originated this plan and it has proved a complete success. Our advertising patronage has increased ONE HUNDRED PER CENT within one year. This, too, after twenty-one years' uninterrupted prosperity. We can, Brother Publisher and Editor, conscientiously guarantee that our plan will reap you a handsome harvest of returns.

WAKE UP. Write us, but do **NOT** send a stamp or the dollar. We do not want your dollar until we have written you personally. All we want now is your immediate inquiry. Is that sufficient proof of our method? Reference, PRINTERS' INK. Satisfaction or your money refunded.

THE DAILY AND WEEKLY STANDARD, SAN ANGELO, TEXAS.

Twenty-second Year.

Circulation, 3,200.

J. G. MURPHY, Publisher,

C. H. TUPPER, Manager.

\$1,500,000.00

From 7,000 acres of Tobacco and 7,000 acres of Sugar Beets aside from a bumper crop of grains, etc., this year in the territory of the Janesville, Wisconsin, *Gazette*.

6,500 Circulation.

Quick Action.

M. C. WATSON,

A. W. ALLEN,

1509 Home Life Bldg.,
NEW YORK.

1002 Tribune Bldg.,
CHICAGO, ILL.

The Canadian Auto and Carriage Trade

The first issue of the Canadian Auto and Carriage Trade, to be published monthly, will appear in December. Size of type page 6 x 9. Circulation guaranteed. Special offer to advertisers who write us now. Will cover the Canadian field thoroughly. Published by The Vehicle Publishers, Limited.

Address, *Canadian Implement and Vehicle Trade* TORONTO.

LITHOGRAPHED METAL SIGNS

MADE BY

NEW YORK METAL CEILING CO.

534 W. 24th St., New York, U. S. A.

Have a *character* and *quality*
that make them

GOOD ADVERTISING.

Ten Reasons Why You Should Use The "DECORAH-POSTEN," DECORAH, IOWA.

1. The DECORAH-POSTEN guarantees a circulation of about 41,000, and has a larger circulation than that of any other Norwegian newspaper.
2. The POSTEN reaches the homes of more than 41,000 Norwegians in the Northwest—chiefly farmers.
3. The census shows that 80 per cent of the Scandinavian farmers own their farms—67.2 per cent of the white Americans do.
4. There are no Norwegian agricultural papers or magazines of general circulation in the United States.
5. We have records to show that you cannot reach the Norwegians by using English publications.
6. No fake, objectionable medical or liquor advertising is accepted.
7. The Norwegian is noted for thrift and prosperity, and there are fewer illiterates among the Norwegians than any other nationality.
8. There are 2,500,000 Scandinavians in the United States. One-third of the population of Minnesota, for instance, is Scandinavian.
9. There are about 60 weekly papers in the United States with over 40,000 circulation. The DECORAH-POSTEN is one of the 60.
10. The DECORAH-POSTEN is 31 years old.

Consider these facts carefully, and we believe you will agree with us that the DECORAH-POSTEN has merits as an advertising medium which are, perhaps, not shared by any other publication.

OREGON, WASHINGTON AND IDAHO

can be covered by using

The Pacific Northwest

OREGON'S GREAT ILLUSTRATED
: : *AGRICULTURAL MONTHLY* : :

In preparing your fall and winter campaign do not fail to make use of this medium. Circulation, **10,000**. Rate, **\$1.25** per inch. All country circulation to paid subscribers only.

PHILIP S. BATES, Publisher,
215 Oregonian Building, Portland, Oregon.

SEND FOR SAMPLE COPY.

The General Photographing Company,

1215 Broadway, New York.

Daly's Theatre Building.

Makers of Forceful, Artistic Pictures.

We make a specialty of work for advertising purposes, and have a completely equipped studio for that line of work. ∴ ∴ ∴

* * *

With our varied assortment of backgrounds, flats and accessories; and our supply of models, we are in a position to carry out any possible idea of illustration. ∴ ∴ ∴ ∴ ∴

THE GENERAL PHOTOGRAPHING COMPANY,

1215 Broadway, New York. Daly's Theatre Building.

Telephone 2c83 Madison Square.

'Facturers' Advertising

whether meant to

Attract Consumers,

or intended to

Persuade Retailers,

to be profitable,

Must Convince.

Amid the contradictory theories and confusing practices, not to mention the conflicting claims of Advertising Writers, Agents, and Publishers, as well as of Advertisers themselves, it still remains proverbially true that

A Horse Led to Water

Can't be Made to Drink.

So when consumers balk and dealers kick, don't send for a Horse Doctor, but for an Ad Man of Horse Sense. Neither Writer, nor Agent, nor Publisher, singly or collectively, will suffice. Consult a Counsellor who knows

Promotional Advertising

E. W. KRACKOWIZER

Care of PRINTERS' INK

Comparison of cost and results will place our magazine at the head of profitable mediums.

Established 1887. \$1 per year.

Woman's Work

AN ILLUSTRATED MAGAZINE
OF LITERATURE AND DOMESTIC SCIENCE,

ATHENS, GEORGIA.

OUR FIELD is THE WORLD, but our home and greatest circulation is in the wonderful South—this rapidly developing section of incalculable and unlimited resources. Business conditions are now better than they have been for many years. With a cotton crop bringing over FIVE HUNDRED MILLION DOLLARS, our people are buying more articles of home comfort, more goods of all kinds than they have ever bought in days gone by. As in other sections, the dear women *influence*, if they do not *make*, most of the purchases. You can reach a large number of these families, and secure a liberal share of their trade, by advertising in WOMAN'S WORK.

RATE—25 cts. per agate line; only one-half cent a line per thousand copies, guaranteed and proven.

SPACE DISCOUNT

The only deviation from above rate, in any form, to advertisers or advertising agencies, is a discount of 5 per cent for aggregate space of seven inches or over, in one issue; 14 inches or over, ten per cent; 28 inches or over, fifteen per cent; 56 inches or over, twenty per cent; 112 inches (two pages) or over, twenty-five per cent. Five per cent additional discount for cash with order.

HERE ARE THE FIGURES:

\$1.00 buys 4 lines.	\$10.50 buys 3 inches
1.50 buys 6 lines.	14.00 buys 4 inches
1.75 buys 7 1/2 inch.	17.50 buys 5 inches
2.00 buys 8 lines.	21.00 buys 7 inches
2.50 buys 10 lines.	24.10 buys 14 inches
3.00 buys 12 lines.	28.30 buys 28 inches
3.50 buys 1 inch.	156.80 buys 56 inches
7.00 buys 2 inches.	394.00 buys 112 inches

Less 5 per cent for cash with order.

TIME DISCOUNTS

Are not given, there being no disposition to force an advertiser to stay in WOMAN'S WORK if the first insertion does not pay.

INFORMATION IN DETAIL

Eight words in set all type make 1 line, 14 lines 1 inch; 14 inches 1 col.; 4 cols. or 56 inches 1 page. Cuts must not be over 2 3/16 inches wide. Copy for an issue should reach us by the 25th of preceding month.

Guaranteed circulation 50,000 copies; proof of same or no charge. All ads next to reading matter—except on cover. Only first-class business accepted. Parties without good commercial rating must send cash with order. An advertisement that will pay anywhere will pay in

WOMAN'S WORK,
ATHENS, GEORGIA.

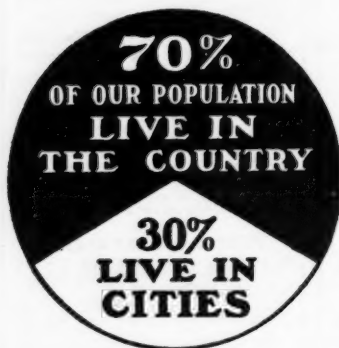
TEN TALKS TO MANUFACTURERS

No. 4

Developing Your Market Place

We think we convinced you **where your market place** is in our talk No. 2. If we did not we would consider it an especial privilege to go further toward this end if you will address the Secretary of the League and state wherein you are yet in doubt, or desire to consider more evidence.

In this talk we are going to consider another phase which we feel every manufacturer or merchant selling goods by advertising will be deeply interested in, and that is the **developing of your market place.**



This suggests to you the thought that we are going to give you advice as to how you should conduct your business, does it not?

Nothing could be further from our minds. We give you credit for being able to do that better than any one else not closely allied to it or

having the privilege of personally investigating existing conditions.

But it brings out a point so vitally important to you and so particularly favorable to the agricultural press, as against the magazine press, that you will really wonder why you had not thought of it in this respect before.

THE AGRICULTURAL PRESS DEVELOPS YOUR MARKET PLACE.

The magazine press does not.

Pick up a magazine, go through its reading columns and see if you can find a **recommendation**—a **suggestion**

—a **hint** of any description encouraging the reader to buy the goods you or any other manufacturer makes.

Its reading pages are absolutely **foreign** to its advertising pages. You might tear off the advertising pages altogether and a great many of the magazine readers would feel thankful that this burdensome (to them) portion had been omitted.

Again, did you ever sit down and try to calculate how many chances you had of gaining and holding the magazine reader's attention and interest when compared to the mass of competitive advertising, all in one part (the back usually), of the modern magazine? We say **competitive**, because all advertising of this class is competing with you for the reader's attention.

If you have, the result must have been a mighty questionable one in your mind.

Do you now think the magazine reading columns help to develop your market place?

Pick up a farm paper and what do you find?

Scarcely a column that is not **suggestive** of the need and advantage of this or that article of manufacture advertised in its columns. By nature the agricultural press is a gigantic school—an educator, a modernizer, a teacher of the advantages of modern methods and modern goods.

And that means the **developing of a demand** for your modern manufactures.

The progress, the success, the enterprise and welfare of the agricultural press is vitally dependent upon its helpful, educational and practical utility to its constituency. The better it is able to do this the better and **greater** becomes its circulation and **influence**, and the greater will it develop the demand for goods. The growth of this **giant of the press** is evidence that it is making good.

This you can never hope to attain to any great degree from magazine advertising.

The nature of the publications is foreign to such an effect.

If you hope to widen your possibilities you must seek the wider avenues that are congenial to your development and offer the means for greatest results—the agricultural press.

National Agricultural Press League,

J. LEWIS DRAPER, Marquette Bldg., Chicago.

4½ BILLION BUSHEL OF GRAIN.

That is the size of the cereal yield of the United States for 1905. Most of it grown in the Middle West. All records are smashed. This certainly spells big business for somebody. Those who handle merchandise such as the agricultural states require ought to enjoy an enormous trade this winter. The buying power of the big farming states is expanding by leaps and bounds. For example:

In the two decades from 1880 to 1900 the value of farm lands in fifteen Middle Western states underwent an increase of \$5,689,000,000, or 79 per cent of the total increase of the United States!

In the value of domestic animals there was an increase of \$1,547,327,127, or 62 per cent of the total increase of the United States!

In the value of farm products the increase was \$919,430,863, or 67 per cent of the entire increase of the United States!

* * *

The wheat and oats are harvested and are rapidly being converted into cash. The corn is approaching full maturity in abundance unparalleled. The stockmen of the West will have bursting "cribs" and full feed-lots. When their cattle, sheep and hogs are finished for market their bank accounts should be fat.

The rising generation on the farms of the West has been educated to an up-to-date mode of living. Many of the luxuries as well as the necessities of life are now bought freely by the rural population. Home comforts, modern machinery and scientific appliances of all kinds are demanded by the better class of country people.

More and more, from year to year, the importance of reaching the producing classes direct is being realized by enterprising merchants and manufacturers. The farmers should have more money to spend at the close of 1905 than at any previous period in American history.

SELLING POWER

is what the *shrewd* advertiser looks for when he buys space in these days of keen competition. The papers that have the reputation of "*delivering the goods*" are the ones that carry the most advertising. The following eight papers carry *more columns of clean advertising* and are *more often included in small agricultural appropriations* than any other farm papers published. Why? Because advertisers who make it their business to *find out* where they can get the *most for their money*, know that the section of the union lying between Ohio and the Dakotas (inclusive) is the *richest farming region in the world*. That these eight papers with their *guaranteed combined circulation* of 491,000 copies each issue, reach the *most liberal buyers* of the best in this section, and that they represent *more selling power* at a more reasonable cost than could be secured through any other source.

ABSOLUTE PROOF that these papers are *making money* for their patrons will be cheerfully furnished on demand.

Wisconsin Agriculturist, Racine, Wis.	W. 45,000
*Hoard's Dairyman, Fort Atkinson, Wis.	W. 40,000
*Breeders' Gazette, Chicago, Ill.	W. 65,000
*Wallace's Farmer, Des Moines, Ia.	W. 40,000
*Farmer, St. Paul, Minn.	S.-M. 90,000
*Dakota Farmer, Aberdeen, S. D.	S.-M. 36,000
Ohio Farmer, Cleveland, O.	W. 100,000
Michigan Farmer, Detroit, Mich.	W. 75,000

WALLACE C. RICHARDSON,

Eastern Advertising Manager,

725 Temple Court,

New York City.

Telephone 5561 Cortlandt.

NOTE.—* Represented in Chicago by George W. Herbert, 715 First National Bank Building.

Color Advertising in The Butterick Trio

IN THE OCTOBER issues of *The Delineator*, *The Designer* and the *New Idea Woman's Magazine*, which are soon to appear on the news-stands, will be found *the first regular Color Advertising* ever printed in any magazine.

¶ Heretofore magazine advertisements in color have been either insets, usually printed by the advertiser, or certain prearranged pages which were given extra color by separate printing, or else were limited to a small part of the advertising section.

¶ THE BUTTERICK TRIO is now prepared to accept advertisements of one column (134 agate lines), two columns, or full page space, to be printed in black, reenforced with any single color or tint.

¶ This Color Advertising is confined to no restricted part of the magazines, but extends throughout our advertising sections.

¶ A slight advance over the regular advertising rate for black printing is made for this new service. Special press facilities possessed by no other publications enable THE BUTTERICK TRIO to print two-color

work at one impression with entire accuracy of register.

¶ It is a foregone conclusion that this new Color Advertising will, from now on, be an important part of THE BUTTERICK TRIO's service to advertisers. The specimens of Color Advertising in our October issues represent, it must be remembered, the first results in utilizing the color combination offered by this new service, and cannot be taken as a criterion of what our Color Advertising will eventually become.

¶ With a combination of black plate and the choice of any color or tint in addition, it is possible for the advertiser to produce unlimited combinations, adding attractiveness to pictorial or typographical effects, making the advertising effective by its color beauty alone, or illustrating textiles, foods and other commodities with much realism.

¶ The Advertising Department of THE BUTTERICK TRIO, as well as its color experts, stand ready to cooperate with advertisers who wish to work out original schemes in our Color Advertising.

Ralph Tilton

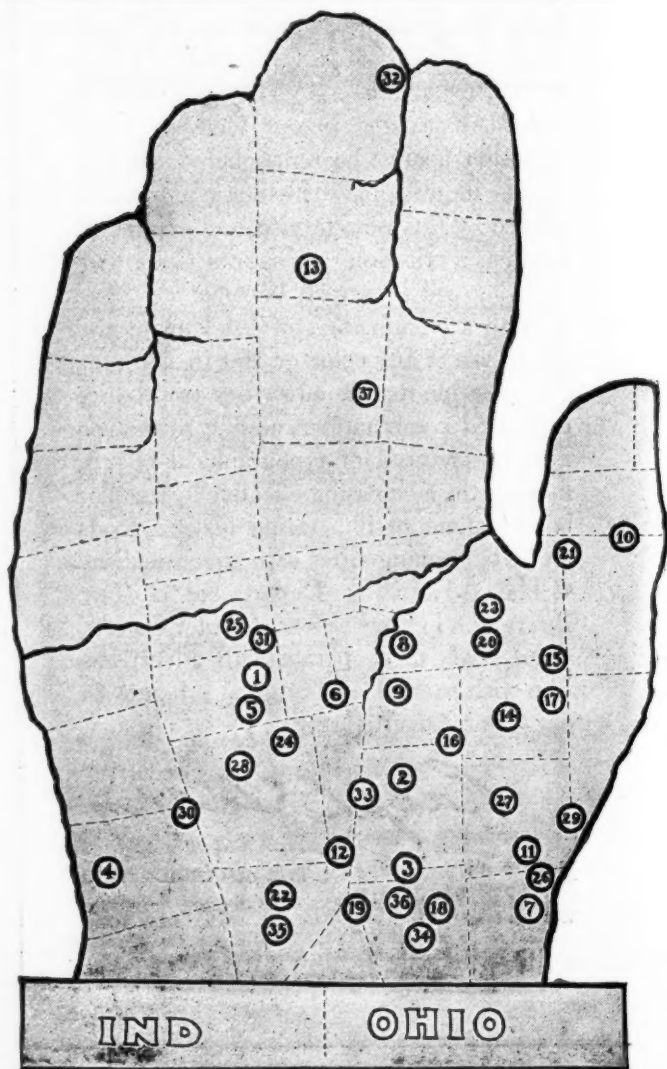
Manager of Advertising

The Delineator
The Designer
The New Idea
Woman's Magazine

THE BUTTERICK TRIO
Butterick Building
NEW YORK

W. H. BLACK, Western Advertising Manager
First Nat'l Bank Bldg., Chicago, Ill.

Michigan Gives the Glad Hand to the Detroit Times



On the Splendid Progress of The Times in its Fifth Year.

- 1-IONIA EXPRESS: The Detroit Times is ever wide-awake.
- 2-CHELSEA HERALD: Still makes strides toward the front rank.
- 3-CLINTON REPUBLICAN: On July 1 took on the Hearst News Syndicate.
- 4-BENTON HARBOR PALLADIUM: Is making great headway.
- 5-SARANAC ADVERTISER: Forging to the front.
- 6-LANSING REPUBLICAN: Recently became the legal newspaper of Detroit.
- 7-MONROE RECORD-COMMERCIAL: In Monroe its circulation exceeds that of any other Detroit newspaper.
- 8-BANCROFT COMMERCIAL: The pioneer penny daily entered upon a new career July 1.
- 9-FOWLerville REVIEW: A success from its very first issue.
- 10-SANILAC COUNTY REPUBLICAN: Affords its readers a most far-reaching and ample survey of the news field.
- 11-BELLEVILLE ENTERPRISE: An enterprising sheet ever since its advent.
- 12-BROOKLYN EXPONENT: Has added the Hearst News service, including all the brilliant news-gathering talent and facilities.
- 13-GRAYLING AVALANCHE: Has found satisfaction in the gradual, but constant, attraction of the support of the common people.
- 14-HOLLY HERALD: One of the most conspicuous incidents of the last few years in Michigan journalism.
- 15-LAPEER REPUBLICAN CLARION: The Detroit Daily Times is forging rapidly ahead.
- 16-PINCKNEY DESPATCH: This paper has made an excellent showing.
- 17-OXFORD LEADER: The most far-reaching survey of the news field of the world.
- 18-ADRIAN PRESS: Has had from the first the service of Scripps-McRae Press Association.
- 19-HILLSDALE DEMOCRAT: The Times has begun its "Advice to Investors" as a once-a-week department.
- 21-OWOSSO ARGUS: During the last six months the circulation increased 13 per cent.
- 21-CARO ADVERTISER: The year 1905 has been marked by greater growth in both circulation and advertising than in any like period.
- 22-COLDWATER STAR: We like it because its editorial work is clean and independent, and on the side of the people.
- 23-LINDEN LEADER: Avails itself of the talent controlled by the Hearst publications.
- 24-CHARLOTTE TIMES: Is making good progress and fills a place occupied by no other daily paper in Detroit.
- 25-BELDING BANNER: Now five years old, has developed into one of the best daily papers in the State.
- 26-CARLTON NEWS: Has a very valuable feature in its "Advice to Investors."
- 27-YPsilanti DAILY PRESS: Now in its fifth year, and has grown to an up-to-date metropolitan paper.
- 28-GRAND LEDGE INDEPENDENT: Marked improvement due to the exclusive evening Hearst news service.
- 29-WYANDOTTE HERALD: Has been making strides during the past six months.
- 33-KALAMAZOO EVENING TELEGRAPH: One of Michigan's newest and most enterprising papers.
- 31-PORTLAND REVIEW: Presents all the news of the world in a terse way.
- 32-PORTLAND OBSERVER: When first launched it was thought there was no room in that city for a penny paper, but The Times continued to prosper.
- 33-CHEBOYGAN DEMOCRAT: Department devoted to expert advice about stocks, bonds, and other investments, is a splendid thing.
- 34-JACKSON DAILY CITIZEN: Closed the first six months of the present year with quite a large gain.
- 35-MORENCI OBSERVER: Has developed into a lusty youth, with every prospect of long, useful life.
- 36-BRONSON JOURNAL: The most popular low-priced metropolitan daily newspaper in the State.
- 37-HUDSON POST: We congratulate The Detroit Times.
- 38-GLADWIN RECORD: Has the confidence of its readers in a marked degree.

"The Undiscovered Country"

Dominated by

The Beaumont (Texas) Enterprise.

A SIMPLE STORY.

To most American advertisers, that portion of Texas, east of Houston to the Louisiana line, and that slice of Louisiana west of Crowley, is an unknown land of riches. People of the East know almost nothing of it. Commercially its history is unparalleled in advances during the past five years. To-day there are 96,000,000 feet of lumber cut and sawed daily in this field. Figure this out at \$20.00 per 1,000, and you have a commercial product worth over \$700,000,000 yearly.

There are 1,380 saw mills in the Beaumont territory with a visible supply for thirty years.

The Beaumont oil fields produce 175,000 barrels of crude oil daily, and 15,000 of refined oil. This oil product is worth in cold cash each year almost \$75,000,000—the largest oil product in the known world.

Of rice in the Beaumont area there is a daily product of 65,000 barrels, worth about \$250,000,000 a year.

Here we have a total annual commerce in oil, rice and lumber of over

A BILLION DOLLARS.

The United States Government is dredging a canal along the shore of Lake Sabine, at Port Arthur, which will cost nearly \$600,000, and give Beaumont the finest land-locked harbor on the Gulf Coast, affording anchorage for ships drawing thirty feet of water.

You cannot beat Beaumont on the continent, and no era of American history has ever matched her progress in a similar length of time.

Around Beaumont are hundreds of small towns and villages, where men in the lumber trade number thousands, and whose wages run from \$2.25 to \$10.00 per day.

This with the rice and oil industries make Beaumont a city of workers. There are no idlers, no drones in this bee-hive of modern hustle. There are public schools, fine churches (three of the latter having cost over \$50,000 each), gas and electric lights and water. The houses of the city are exceptionally fine, and the amount of building going on cannot be duplicated in any city of five times its size.

Thus we have a section of country tributary to Beaumont tapped by nine railway lines, going in all directions, and reaching a population of 250,000, with three other trunk lines building.

Population of Beaumont now 30,000.

The Beaumont Enterprise.

There are two daily papers in Beaumont—an evening paper with 1,750 stated circulation—and THE ENTERPRISE, the morning paper, with 8,500 net paid bona fide subscribers. THE ENTERPRISE on November 1st, 1904, had 970 subscribers, when the present owners bought it over and made it a real newspaper. It has the full Associated Press dispatches, and gives the identical service offered by the largest dailies in Texas. It guarantees to have over 10,000 circulation by January 1st, 1906.

Rates right.

THE BEAUMONT ENTERPRISE.

The CHARLES T. LOGAN Special Agency,

Sole Agents Foreign Advertising.

NEW YORK:
Potter Building.

CHICAGO:
Hartford Building.

Agricultural Advertising At Its Best.

There are perhaps twenty-five farm papers that are of value to the general advertiser. Conspicuous in this number is

THE FARMER

ST. PAUL, MINN.,

with its paid circulation of

90,000 Copies,

twice a month.

No farm paper is on the list of more discriminating agricultural and general advertisers than this great paper.

Single issues during the past two seasons have carried over 100 columns, 14 inches in length, of high-class advertising.

The field in which **THE FARMER** circulates, the Central Northwest, is the most progressive section of the country, and is this year harvesting the greatest crops in its history. The wheat production in Minnesota and the Dakotas alone is **200,000,000 bushels.**

If you want to know what a really great farm paper is like send for a copy. The appearance of the paper itself, with the volume and character of the advertising carried, will prove to you that it is a winner for the advertiser.

Webb Publishing Company,

ST. PAUL, MINN.

NEW YORK OFFICE:

725 Temple Court,

W. C. RICHARDSON, Manager.

CHICAGO OFFICE:

715 First National Bank Building,

GEO. W. HERBERT, Manager.

"Advertising agents have talked to me for ten years. They have crossed their legs, looked wise, made a reach for the cash box, and said: 'That's all right; just give me your money. I'm an expert, I'll do the rest.' Your proposition to me is the first I have ever received that showed either intelligent appreciation of my needs or an earnest effort to find a way for me into the lime-light of profitable publicity."

That's the gist of a letter we recently received from a manufacturer in Michigan.

We put it before you, not in a vain-glorious spirit, but to emphasize this:

We *do* endeavor to get to the bottom of every business proposition submitted to us, and either find or devise the way that will sell the most goods at the least selling cost. If we can't find it, we're not too proud to say so. If you are selling anything, anywhere, we will be glad to make "an earnest effort to find a way" for you to make your product move faster. Let's talk it over.

Long-Critchfield Corporation

SPECIAL SERVICE IN ADVERTISING.

156 Wabash Avenue,
CHICAGO.

New York Office,
150 Nassau St.

P. S.—One reason why so much money spent in advertising fails to bring results is the woeful lack of a clear conception of what advertising *is* and the part it can reasonably be expected to perform in a sales department. We have a little book on "*The True Function of Advertising*," which we believe is of inestimable value to the man who runs the sales department. We should be glad to send you a copy.

CIRCULATION

is what you buy

R E S U L T S

are what you want

You can secure both by using the

7 8 5, 0 0 0

Circulation of

The Modern Woodman

For publicity, for actual results and to reach the great middle classes of the West try this paper.

We reach **more farmers and more well-to-do people in small towns and rural districts in western territory** than any one paper published in this country, and "there's a reason why."

DOES NOT THIS MEAN PUBLICITY

Circulation for 12 months:

September, 1904.....	730,319
October, 1904.....	730,313
November, 1904.....	744,373
December, 1904.....	747,500
January, 1905.....	757,500
February, 1905.....	765,900
March, 1905.....	774,900
April, 1905.....	784,900
May, 1905.....	779,500
June, 1905.....	780,000
July, 1905.....	782,500
August, 1905.....	785,500

Total for year.....9,203,609

Monthly Average..... 766,967

We are ready to show results obtained by others who use the paper and prove that it will pay you.

Ask for number of subscribers in your **city, county or State**, or anywhere in the West.

Rates, sample copy and full information on application to

F. S. WEBB, Mgr. Adv. Dept.,

Printed at Lincoln, Neb.
After August 15th, at
Indianapolis, Ind.

85 Dearborn Street,

CHICAGO, ILL.

NO OTHER PAPER

In our July circular we showed by a house-to-house canvass that more than nine-tenths of the readers of **THE EVENING WISCONSIN**, in the City of Milwaukee and suburbs, read no other afternoon English newspaper; that 9,473 regular subscribers do not take any other afternoon paper.

In order to show beyond cavil that the quality and character of **THE EVENING WISCONSIN** gives it an exclusive circulation in other towns and cities, as well as in Milwaukee, we addressed some twenty news-dealers, asking how many of the regular readers of **THE EVENING WISCONSIN**, which they served, take any other afternoon paper.

THE EVENING WISCONSIN sent 16,539 papers by mail and express last month. About half of these are sent by mail, and half by express to dealers. The dealers generally deliver the **WISCONSIN** to their customers as we do from this office, by carrier. Of those sent by mail, and delivered by post from more than 1,000 post offices, there are even less of the readers of the **WISCONSIN** that take any other Milwaukee afternoon paper. Our reports indicate that not so many as 500 of the 16,539 **WISCONSINS** sent by mail and express, at this date, take any other Milwaukee afternoon newspaper.

This thorough census of the circulation of **THE EVENING WISCONSIN** (of 29,620 last month) shows it to be practically exclusive. As one of the dealers expresses it in his reply, "The readers of the **WISCONSIN** are very steadfast indeed."

The readers of the **WISCONSIN** are exclusive and apart from all others; they practically take no other afternoon paper.

CHAS. H. EDDY, Representative,
NEW YORK CHICAGO

AUGUST 1st, 1905.

MEMBER OF



"Weeklies Worth While."

MEMBER OF



THE EMBLEM

OF THE

Select County Weeklies, Of New York,

Carries with it the Guarantee of Quality and Quantity, and any Weekly paper in the State of New York carrying this Emblem can be relied upon by advertisers to be the . . .

Best Paper In Its Territory.



The Select County Weeklies of New York

Is an Association composed of Weekly Papers in the State of New York, which have 2,000 circulation or more, or have the largest circulation in the County where published. The list is composed of the Strong Papers of Large and Known Circulation. They are papers of modern methods which General Advertisers have found to be profitable . .

OFFICERS:

President: GEORGE E. MARCELLUS, the Le Roy Gazette.

Vice-President: A. F. FLUMMERFELT, the Herkimer Democrat.

Secretary: L. C. SUTTON, the Massena Observer.

Treasurer: WILLIAM O. GREENE, the Fairport Mail.

MEMBER OF



BOARD OF DIRECTORS: Jere Coughlin, the Watertown Herald; L. A. Cass, the New Yorker, Warsaw; J. W. Darrow, the Chatham Courier; W. O. Greene, L. C. Sutton, and Harry Hall, the Catskill Recorder.

MEMBER OF

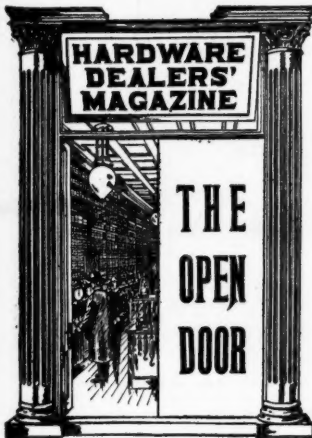


Hardware Dealers' Magazine

ONE DOLLAR
A YEAR.

TEN CENTS
A COPY.

DANIEL T. MALLETT, Publisher, 253 Broadway, New York.



Ten years of steady growth in circulation among a defined class of buyers means that the Hardware Dealers' Magazine affords advertisers a known quality of publicity. The quality of the Hardware Dealers' Magazine can best be judged by an examination of its reading matter and the class of advertisers who are its patrons.

**Specimen Copy Mailed
Upon Application.**

**Actual Average Circulation Per Issue During Each Year
from 1895 to 1905:**

1895	- - - - -	7,538	1900	- - - - -	11,742
1896	- - - - -	8,250	1901	- - - - -	11,812
1897	- - - - -	8,500	1902	- - - - -	12,541
1898	- - - - -	10,050	1903	- - - - -	17,000
1899	- - - - -	11,036	1904	- - - - -	17,500

Present Circulation 18,500 Copies Per Issue.

Net Rates for Advertising Per Month:

	1 Month	3 Months	6 Months	12 Months
One Page - - -	\$75.00	\$71.25	\$57.50	\$62.50
Half Page - - -	40.00	38.00	36.00	33.34
Quarter Page - - -	25.00	23.75	22.50	20.84
Eighth Page - - -	15.00	14.25	13.50	12.50

HOW TO GET More Business



This Is the Only Book in Print That Actually Tells

The success of your advertising depends upon the size of your sales—don't forget that. If this book contained but a **SINGLE SELLING IDEA** that would help you sell **ONLY ONE BILL OF GOODS**—and if we asked \$10.00 a copy for it you couldn't afford to be without it. The profit on this single sale would more than pay the cost of a dozen such books.

But "**SELLING**"—the fourth volume of the Business Man's Library—contains not one idea but hundreds; hundreds of complete successful *selling campaigns* that have actually secured business—plans that have marketed unknown products all over the world.

The sales managers of eight national concerns tell exactly how they have organized, operated and managed great sales departments. How they have hired, trained and enthused salesmen; how they have placed their goods in the hands of dealers and agents; how they have supplemented the efforts of salesmen in the field by strong, attractive advertising matter; how they have sold their goods direct to the consumer; how, in fact, they have squeezed every possible order from every possible prospect.

This Book May Double Your Sales

Yet It Costs Less Than the Weekly Salary of Your Office Boy

And mark you—this means that you can get the life-time experience of eight great sales managers for the price of a box of cigars. And though there may be ideas in this book worth thousands, the price is still \$2.00 a copy.

An Order for "Selling" To-day

May Mean Thousands of Orders for YOUR Goods To-morrow

But you must order now. We have just received a few "**De Lux**" copies of "**SELLING**" from our bindery, and these go to the first few **SYSTEM** readers answering this ad. The others secure copies of the regular edition. Pin \$2.00 to this advertisement and forward while you have it in mind.

The System Company
CHICAGO

**3 Cents an
Inch Per 1000**


Circulation is the Yearly Rate
for Display Advertising in the

Newark Sunday Call

The only Sunday Newspaper printed in the
English language in Essex Co., New Jersey.

Exclusive Home Circulation

Exceeding 32,000 paid subscriptions.

 No other Newspaper covers the Field.

Frederic M. Krugler ↑ **Newark Sunday Call**

In charge
New York Office

150 Nassau Street.

200-4 Market Street,

NEWARK, N. J.

Are You One of the Advertisers Who Need the Experience and Equipment of this Agency?

While this issue of **PRINTERS' INK** was being prepared, a solicitor visited the H. I. Ireland Advertising Agency, at 925 Chestnut street, Philadelphia, stating that the 7,075 extra readers to whom it is mailed (chiefly general advertisers) ought to know something about the Ireland Service.

Mr. Ireland had already decided that an account of his Service ought to be found in this issue. But who would write it? It has always been an axiom with him that no man can clearly, unboastfully and effectively write a story of his own business. This rule he applies to his own agency.

During the past year a staff member of **PRINTERS' INK** has kept pretty close track of Mr. Ireland's operations. Several articles about them have been published by the Little Schoolmaster. It was agreed that this writer should present such facts about the Ireland Service as might seem worth the attention of general advertisers.

What every general advertiser should know about the Ireland Service is this:

Since 1890 it has been the strongest force in Philadelphia retail advertising—which is conceded to be the most advanced in the world. Every day store news is gathered from twenty-two clients, put in shape for each store's ad, set up, corrected, inserted in the papers. Sometimes the client corrects prices, but more often he sees his ad only when it appears in next day's papers. Two functions are his—to take care of results and pay the bills. Arbitrary? Well, of the four original clients with which the Service started fifteen years ago, Mr. Ireland still has three. Philadelphia newspapers allow no commission on local advertising, so each client in that city pays for the Service out of his own pocket—some as high as \$4,000 a year, none less than \$300.

The Ireland Service is worth it. Built up on these independent lines, it is efficient. It caters to the buying public, not the advertiser. Probably no agency in the world is so close to the real buying public, day after day. There isn't another Service like it in the United States. As only one account of a kind is accepted, it has a waiting list. If one of its clients quits to-morrow, two or three other merchants in his line of business are waiting in order of precedence to take his place.

Here are some of the things accomplished in the past six months:

A retail clothing business, advertised steadily through the Ireland Service for ten years, was advised to increase its appropriation ten per cent to meet new conditions in its field. The advice was acted upon, and in a few weeks this firm's trade had grown forty per cent.

Last spring, when the Agricultural Department asserted that ninety-five per cent of all whiskey sold in this country is adulterated, a pure whiskey campaign was started for one of the Ireland clients, and his retail trade in whiskeys increased eight times over its former total.

A Philadelphia baking plant, with a daily output of 100,000 loaves, began a bread campaign in the newspapers. In three months the Ireland Service ran its daily output up to 126,000 loaves.

A newspaper campaign on olive oil created a demand so great for a large grocery house (six years an Ireland client)

that it now buys olive oil in car lots instead of by the gross.

To-day the Ireland agency has reached a point where it can hardly develop new business in Philadelphia retail accounts, as competing lines are never handed. So the organization built up during fifteen years is being put at the service of general advertisers. The Ireland Agency already has several important general advertising accounts, without solicitation, from concerns who have looked into the Ireland Service and were convinced that the plans used so successfully for retailers could be adapted for a general campaign. Without exception, this has proven true.

The significance of this Service to the general advertiser is great. All advertising is *retail* and *local* in the end. It may be printed in the magazines, it may be paid for by the manufacturer, yet ultimately results are worked out far away in a retail store. The advertising agent who knows most about retail advertising and *retail human nature* is best fitted to direct general advertising.

This seems to round out the story of the Ireland Service in its relation to the general advertiser. Entering into further details would not add much for his information, because they would be somebody else's details, and what he wants is light on his own.

A good many readers who glance over this page will find it interesting, perhaps, as information, yet not specially apropos of anything they have in hand. But one reader in five hundred may have in mind a general advertising campaign, prospective or already in operation. One reader in a thousand may have an advertising failure behind him or a success before him, a commodity seeking new markets or one that has still to be introduced nationally.

To that reader the Ireland Service is important—so important that he can hardly afford to remain without a knowledge of its experience in his particular line, the service it has rendered to local clients with similar propositions, its understanding of the things to be done and those to be avoided, its capacity to handle his proposition from a standpoint not possessed by any other advertising agency in the world. After he knows what this Service can offer him, it *might* be wisdom not to use it. But to proceed without knowing this would be far otherwise.



Kansas and Nebraska have raised 120 million bushels of wheat—25 per cent more than last year—and a corn crop that will break all records is assured. The country is well stocked with cattle and hogs. The banks have more money on deposit than ever before. The three million people in these two States are enjoying a high tide of prosperity. They are as intelligent and progressive as any corresponding population to be found anywhere on the globe. The only satisfactory way to reach them is through the columns of

The Kansas City Star

Morning, Evening and Sunday

Circulation guaranteed over 125,000 each issue, and

The Kansas City Weekly Star

which goes to 250,000 farmers, who have paid for it one year in advance.



Why Not Give Us an Oppor- tunity to Figure on Your Fall Printing?

If we cannot convince you that we are entitled to your order of course we won't get it; and the fact that we want to figure on it is pretty good proof that we think we can get it. Bear in mind that so far as mechanical facilities are concerned we offer you the best in New York, and that we can give you a class and grade of service which is difficult to obtain.

We have ideas that are original, but not freakish. We can give your printed matter an individuality and a distinctiveness which will make it stand out head and shoulders over ordinary printed matter—over even the good kind. The average printed thing is glanced over and thrown away. A really fine piece of printing, showing thought and artistic taste, is carefully preserved. If you appreciate the high importance of having the latter kind let us hear from you.

THE GEORGE ETHRIDGE COMPANY,

Thirty-three Union Square, New York City.

COMPARISON OF

Agate Lines of Display Advertising

CARRIED BY

Louisville Daily Papers

MAY.

	1904.	1905.	
Herald	161,404	207,267	= 45,863 or 28.4 p.c. Gain
Courier } Journal }	268,475	225,281	= 43,194 or 16.1 p.c. Loss
Times...	307,292	282,477	= 24,815 or 8.0 p.c. Loss
Post.....	272,611	263,517	= 9,094 or 3.3 p.c. Loss

JUNE.

	1904.	1905.	
Herald	131,545	173,488	= 41,943 or 31.8 p.c. Gain
*Courier } Journal. }	236,370	240,903	= 4,533 or 1.9 p.c. Gain
Times...	263,434	257,809	= 5,625 or 2.1 p.c. Loss
Post.....	236,408	230,541	= 5,867 or 2.4 p.c. Loss

JULY.

	1904.	1905.	
Herald	120,526	177,150	= 56,624 or 47.0 p.c. Gain
*Courier } Journal. }	209,792	221,992	= 12,200 or 5.8 p.c. Gain
Times...	228,799	204,514	= 24,285 or 10.6 p.c. Loss
Post.....	203,774	178,595	= 25,179 or 12.3 p.c. Loss

*Note.—In May the Courier-Journal inaugurated a SPECIAL BAR. GAIN DAY RATE of $1\frac{1}{8}$ CTS. PER LINE, or $26\frac{1}{4}$ CTS. AN INCH

THE HERALD is the ONLY Louisville paper having one rate for all and charging the local merchant and the foreign manufacturer the same price.

JUDICIOUS ADVERTISING
and ADVERTISING EXPERIENCE

You can buy quantity without quality,
or quality without quantity elsewhere;
but you can buy quantity and quality
in Everybody's Magazine only.

¶ Circulation in quarter-dozen lots at quarter-dozen prices—and a waste of one-third to one-half in duplication—it reads like an epitaph! The only ground on which you can justify anything so mournful is that you have already bought up the best of the market and need more. ¶ But advertisers in Everybody's Magazine are not talking about epitaphs. There you can buy absolutely the best in quantities of 650,000, at less than 80 cents per page per thousand. ¶ The readers of Everybody's Magazine—if you have not stopped to consider just who they are—are the readers of other high-grade magazines *plus* thousands of well-to-do people who have not hitherto been regular readers of any monthly publication. ¶ You, yourself read the magazine, your friends read it, and you like the looks of the people whom you see reading it on the train. ¶ If you could examine the letters accompanying the 7,000 subscriptions which we are now receiving each week, you would appreciate the character of those who sign the checks. ¶ Let us send you detailed information on this point—the names of subscribers in your city, the testimony of your own local news-dealer as to the character of Everybody's patrons, or the "records of results" of some forty advertisers who say that Everybody's heads their lists in the sale of everything of high-grade, from squabs to automobiles.

ROBERT FROTHINGHAM,

Union Square, New York.

Advertising Manager.

QUESTION?

Which is the best Advertisement?

Do you know a good advertisement when you see it? If you do, you will be interested in the advertising prize competition which begins in the October number of APPLETON'S BOOKLOVERS MAGAZINE. It may do you some good to match your judgment against the great reading-public, who in the past have taken such an interest in this advertising competition. Valuable prizes will be given to those who select the best advertisement and who give their reason for the selection in fifteen words. A competition of this kind has many advantages: It suggests a critical examination of the advertisements and opens up the subject to intelligent discussion. Mouth to mouth advertising is usually the final factor in the sale of any article. The competition will give advertisers a correct estimate of their advertising "copy," because, after all, the public estimate is the only estimate that is worth anything. If you enter the contest as a competitor, you will be interested in knowing just how much your judgment is worth; if you are an advertiser in the magazine, you will be interested in finding out whether you know the public or whether you don't. Incidentally, our October number is the best, yet. Full particulars of the prize competition will be found in that issue.

APPLETON'S BOOKLOVERS MAGAZINE,

25 cents a copy.

Three dollars a year.

NEW YORK:
436 Fifth Avenue.

CHICAGO:
378 Wabash Avenue.

The Red Bank Register

RED BANK, MONMOUTH CO., NEW JERSEY.

\$1.50 PER YEAR.

The Red Bank REGISTER is a weekly newspaper of sixteen pages.

Its circulation during the past six months, from March 1 to August 31, 1905,

Averaged **3,231** per issue.

The REGISTER covers the news of Monmouth County, New Jersey, thoroughly. The paper is well known everywhere throughout Monmouth County, and it goes into more than nine-tenths of the homes in its particular field.

The REGISTER is well edited and handsomely printed. It carries more local advertising than any other paper in Monmouth County.

Advertising Rates, 20 Cents Per Inch Per Insertion.

JOHN H. COOK, Publisher.

The circulation of the Red Bank REGISTER is guaranteed by Rowell's American Newspaper Directory.

GUARANTEED



In the State of New Jersey is one publication which possesses the Guarantee Star, which signifies that the publishers of Rowell's American Newspaper Directory will pay one hundred dollars forfeit to the first person who successfully controverts the accuracy of its circulation statement, as given in the 1905 issue of the Directory. The paper so distinguished is the Red Bank, N. J., Register.

We Will Show You

THE CHICAGO EXAMINER'S
Certificate of GUARAN-
TEED Circulation, just
issued by the Association
of American Advertisers.

Here Are the Totals

July, 1905, Net Paid City 110,035

July, 1905, Net Country, etc., 24,974

Total for July (net) . 135,009

Average for year ending Aug. 1, 1905 . 133,448

Average City Circulation for the year, . 102,136

The Chicago Examiner

is the

Leader ^{IN}_{THE} Morning Field

It guarantees more City Circulation than the Chicago Tribune and Chicago Record-Herald **combined**. The **A. A. A. figures** show that THE CHICAGO EXAMINER is the **one medium** necessary to cover Chicago's morning field effectively.

Our advertising rates are the lowest, circulation considered. Ask Lord & Thomas about us.

The Chicago Examiner, 146 Franklin St., Chicago

SMITH & THOMPSON

Eastern Representatives, Potter Building, New York

TAKE TIME

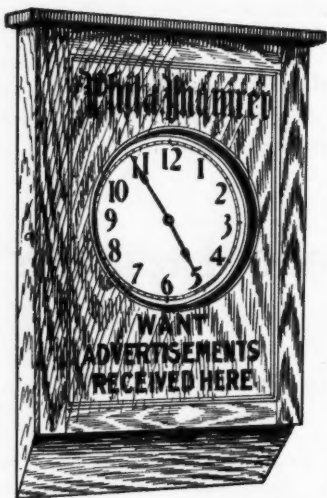
to decide and do it at once! we mean, write us, fire a volley of questions at us, about the

"EVER-WOUND" CLOCKS,

the all-year-round-clocks, they are built by skilled men (not thrown together), best we can buy materials, built to last, to meet the most exacting demands for accurate time without any attention whatever, except to change

the 2 dry batteries once in 18 to 24 months at a cost of less than 3 cents per month (36 cents for 2 batteries).

We make them in styles of cases and sizes to meet your requirements for in or out-door use; the one herewith illustrated is greatly in favor for out-door service, being a double case, *i. e.*, a case within a case, making same absolutely Storm and



Dust-proof; the dial is 12 in. enameled, surrounded with advertising in Gold or Silver text, with Black ground, which insures getting them in the choicest locations. Don't fail to ask about our special-first-order-from-your-city-price, it'll be mighty interesting, if your's is the first.

EVER-WOUND CLOCK CO.,

Temporary Office:

40-50 N. 12th Street,

PHILADELPHIA.

THE ADVERTISING EGG BOX.

PATENTED.



REGISTERED.

**ONE MILLION
CIRCULATION PER MONTH.**

Printed in two or more colors.

FOR THE ADVERTISING OF

FOOD PRODUCTS and HOUSEHOLD SUPPLIES.

Your advertisement on our Egg Boxes goes into more homes, and reaches more buyers of your class of goods than through any other medium. Talks to the woman of the house—the buyer for the home, in the right place and at the right time.

Advertises to the Wholesale Grocer, the Retail Grocer and the Consumer at the cost of only one medium.

All spaces are preferred spaces; every advertisement having a separate and conspicuous position that cannot be ignored.

Cheapest and most effective advertising medium, with no waste, no returns and positive proof of circulation guaranteed.

Let us tell you something about our circulation and wonderful system of distribution through the wholesale and retail grocers.

Send for booklet.

THE RITTER AND HALSTED ADVERTISING CO.

260 WEST BROADWAY, NEW YORK CITY.

If you are not a victim of the

FETISHISM

that street car advertising is only an economical supplement to other forms of advertising, you are ready to believe the truth whole heartedly, to use street cars unsupported, and to reap a harvest of success like

CAMPBELL'S SOUPS
WOODBURY'S FACIAL SOAP
EGG-O-SEE
AND MANY OTHERS

Then you cannot get your cards in quick enough to please yourselves. When you come to think of it, does it not appear absurd to expect a two inch single column space in a monthly magazine, or a three inch single column space in a daily paper to equal in advertising force a colored 11 x 21 inch street car card?

THE COST TO REACH ANY GIVEN NUMBER OF PEOPLE IS THE SAME
IN EACH CASE.

Manufacturers who use the right kind of copy in street cars, secure returns from them at a cost ridiculously low compared with the cost from other mediums. If yours is a meritorious commodity, we are prepared to show you how you should use street car space and quote you cost for covering the field in which you desire to market your product.

THOMAS BALMER,
Advertising Director.

THE STREET RAILWAYS
ADVERTISING COMPANY,
Flat Iron Bldg., New York.

Controlling the street car advertising space almost everywhere throughout the United States, Canada and Mexico.

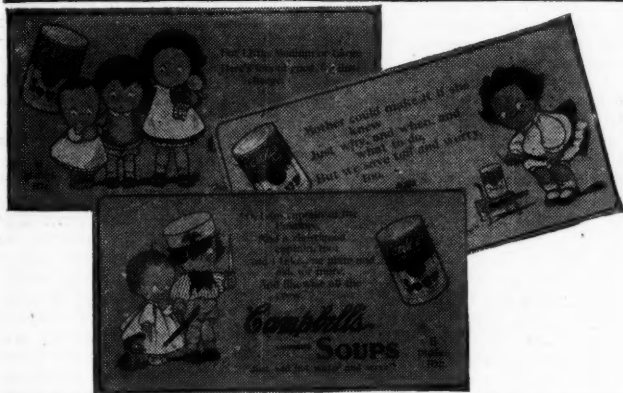
CAMPBELL'S SOUPS—A STREET CAR STORY.

NOW ADVERTISED IN STREET CARS IN 372 CITIES THROUGHOUT THE UNITED STATES—STREET CARS SELECTED AFTER A COST INVESTIGATION OF OTHER MEDIA—ONE-HALF THE CARS IN NEW YORK CITY DOUBLED SALES IN A YEAR IN THE METROPOLIS AND ALSO INCREASED SALES ALL OVER THE COUNTRY TWENTY-FIVE PER CENT—A BUSINESS IN ITS INFANCY.

Condensed soups are one of the most recent products of modern canning methods. About seven years ago the Joseph Campbell Company, of Camden, N. J., succeeded in perfecting five varieties

they had something novel, and that advertising would give them a supremacy which would always remain with them, whatever subsequent developments might throw on the market in the way of competing products.

"Our advertising began a year later," says Leonard M. Frailey, secretary of the company. "The first appropriation was \$5,000, and before a dollar of it was spent we investigated all the recognized media—paint, billboards, street cars, magazines and newspapers. How much would it cost? That was what we wanted to know, and finally our choice fell upon street cars, which seemed to be cheaper than all others. Our first con-



of this delicacy—consommé, Julienne, vegetable, tomato and chicken. These, it is said, were the first soups to be sold in tins. The company also originated the one pound can, which has given rise to the phrase "Six plates for ten cents." Upon that hangs a large part of its subsequent success.

Until then the Campbell concern had made nothing but staples such as mince meat, salad dressings, catsup, preserves and similar food articles. Very little advertising had been done because there was nothing distinctive to advertise. With the development of the condensed soups, though, the officers of the corporation saw

tract called for one-third of the street cars in New York City for a year. This service cost \$4,200. After six months' advertising we had evidence that led us to increase the number of cars to one-half, and at the end of the year we were glad to make a contract for every street car in New York City. What sort of evidence did we have? Sales! Increased sales, increased demand and the fact that we were doing only one kind of advertising. At the end of our first year's campaign, when Campbell's Soups were only two years old, our sales in New York City had increased 100 per cent. Since then we have never been out of the New

York street cars, and our sales in New York City have never ceased to multiply year after year.

"But more interesting was the effect on national sales, which had increased twenty-five per cent during the first year, when our advertising was confined to New York. This is due to what I call the national circulation of New York street cars. The metropolis has a floating population of 250,000 people all the time. This floating population is made up of people who come to New York to spend money, buy stock, look around and see what is new in every line. Women make up a large proportion of this public, and they see more than men, but all New York's floating population eventually returns home and tells what it has seen. The consequence is that what is advertised in New York street cars, provided it be of national interest, is more or less generally known in every corner of this country. Chicago street cars have a national circulation, but of far less size and influence. Philadelphia and Boston street car circulation has none of this national quality at all, but is altogether local.

"After New York, we contracted for the street cars of Philadelphia, and then Boston and Chicago were added. Other territory was taken on steadily until to-day we are using street cars in 372 cities and towns throughout the United States. Besides the cars we have a good many bulletins in places where they obtain large circulation, and are just going into magazines for the first time with the September issues. Our magazine advertising is designed to supplement the cars by letting people know more about Campbell's Soups than can be told on a car card. It will be educational, telling readers why to use condensed soups first, then why to use Campbell's. We want to talk about our factory and its cleanliness, about the care taken in buying everything that goes into our product, about our enormous output and the twenty-one varieties. Our chief reliance is

on the women's magazines. There are dozens of interesting details about Campbell's Soups which can be set forth in the monthlies. For example, even so simple a soup as the vegetable has thirty-two ingredients, and besides the exactness with which it is cooked and blended, every can contains infinitesimal quantities of herbs and other flavoring that could not be embodied in a soup as made at home. There is something to be said about purity, too, for no form of preservative is employed in Campbell's Soups, nor anything that would not be used by the most scrupulous housewife. Buying in enormous quantities, we not only get better prices on raw materials, making our soups more economically than they could be made at home, but obtain a far higher grade of materials than the housewife could purchase at the best grocers and butchers. This is the magazine story.

"Newspapers we have never found practicable for our purposes. For one thing, their cost is prohibitive. In estimating the cost of covering New York City with daily papers, for instance, we found that four papers every other day for four months would foot up an aggregate of \$10,640, provided the ads were of adequate size. This amount of money will buy far greater value in car space. Then, in most of the prominent dailies throughout the country the department store announcements overshadow general advertising, so that nothing but the largest spaces are impressive.

"Our car cards at first were plain statements of fact about the soups, with the characteristic red and white label. But after a time we employed jingles, written by Charles M. Snyder, who wrote the De Long Hook and Eye copy. Now we have a style of card that is on the 'Spotless Town' order. The pictures are the work of Miss Grace G. Wiederseim, whose delicately humorous drawings of children are well-known in the magazines. These pictures have taken hold of the public in connection with our advertising, and

we have been careful to preserve their character in the lithographing. Last spring we made an error that shows how such things become important to the public. In the belief that it was about time we did something original and different, the pictures of children were dropped from a new series of cards, and Mr. Snyder's jingles illustrated instead with little soup cans, fitted with arms and legs, flocking across the cards by the dozen. Almost immediately all requests for copies of our cards, which we had been receiving in considerable numbers, from persons all over the country, stopped short. The public manifested no interest in the new series, and from comment that has come to us we

ing a change it is only necessary to turn the card. To fill all the cars for which we now have contracts takes 35,000 cards. By making them reversible, there is economy of paper-stock and time, while we also save handling, wrapping, boxing and between \$300 and \$400 monthly in express charges."

One of the best pieces of advertising the company has is its can label—a design in red and black. This is not only simple and attractive as a color scheme, but admirable for its clean cut lettering. No matter how many different varieties of canned goods a grocer may have on his shelves, the Campbell Soup label is pretty certain to stand out against them all. The colors of



have seen that it is wise to restore the former pictures. Advertising analysts might ask what these jingles and child pictures have to do with soup or the idea of eating. Not long ago we had a request from a physician for some of the cards, and he stated that he had never found anything that made children eat so heartily as our pictures. Anyone with experience of children will tell you that tempting their appetites is often a serious problem.

"Formerly we changed the cards every two weeks, but now they remain in the cars a month. As is the general practice nowadays in putting out street-car advertising, the cards are reversible—lithographed on both sides with different pictures, so that in mak-

the label make it prominent, while the lettering is readable at a distance. From the advertising standpoint nothing is quite so bad as the ordinary label on canned goods. A manufacturer in this line, studying the principle of the Campbell Soup label, might find that in this detail there is a means of advertising far superior to the endless placards and grocery store hangers he sends out, for the label falls directly under eyes that are ranging the shelves for suggestions.

When the Joseph Campbell Company first began to make condensed soups the weekly output was ten cases. To-day it is over twenty million cans yearly, and the demand grows steadily. In fact, it has only been scratched

thus far, and when it is remembered that here is the increase of less than seven years, the possibilities for further growth become suggestive. Condensed soups are so much finer in flavor and so much more convenient than any home product that they have already become staple with hundreds of thousands of families. Yet the present consumption is but slightly more than one can per family per year. This business, aggregating \$2,000,000 at retail prices, has been built up almost wholly through the street cars, and is one to which the street-car advertising people point with pride, a shining example, as they have every reason to do.

Several other brands of con-

president; John T. Barnes, vice president; Leonard M. Frailey, secretary and H. L. Williams, treasurer.

Some facts and figures connected with the manufacture of Campbell's Soups will probably be of interest. Between 5,000 and 6,000 tons of tomatoes alone are received during a season, while twenty different kinds of grandmother's "yarbs" go into the various soups. Meats are purchased by the ton and stored in the factory's own refrigerating rooms. The vegetable soup has thirty-two ingredients, the tomato has sixteen and even so simple a dish as the consommé has fourteen. In one day's run of ox-tail soup recently 9,450 pounds of ox-tails

The image shows three overlapping advertisements for Campbell's Soups. Each ad features a child and a can of soup. The top ad shows a girl and says: "Little Jack Hunter and his mother. Pick the prettiest thing With the greatest that a mother can And it only cost a dime." The middle ad shows a girl and says: "I found this box among the stars. I've got the milk - yes. When I poured it from this tin It tasted like home to me." The bottom ad shows a boy and says: "Tom, Tom, the piper's son. Learned to play for food and fun. This lively lit of tune and rhyme. Here's lots for sis that costs a dime." All three ads feature the Campbell's Soups logo and a can of soup.

densed soups are also made and advertised by other manufacturers, but the Joseph Campbell Company's output is said to be the largest, being about six times that of all other companies combined. This company has been doing business in Camden more than thirty years, dating from its foundation by Joseph Campbell, who conducted a general preserving and condiment industry. The founder died some years ago at the age of eighty-five, after living to see the growth of his corporation to proportions far beyond anything he had ever dreamed of. The Campbell interest then ceased, and now the company is controlled by Arthur Dorrance, its

were used—nearly five tons—1,620 pounds of carrots, 2,052 of turnips, 1,782 of onions, 1,188 of salt, 216 of sugar, 54 pounds of celery seed and 1,080 gallons of whole tomato pulp. Into one day's output of the chicken soup went nearly four tons of chickens, with two and a half tons of rice. During 1904 there were cooked up into soups 340,949 pounds of beef, 199,886 of chicken, 175,146 of ox tails, a million clams and 11,078 calves' heads. Twenty-eight steel jacketed kettles on the top floor of the factory make the stock for this gigantic first course of millions of dinners. Each has a capacity of 200 gallons and boils the stock by steam upon the princi-

ple of an oatmeal boiler. From there it goes into fifteen 110-gallon blending kettles, is put into cans by a machine that fills 100,000 a day, soldered by a machine with a faculty of closing thirty cans at a blow, or over 100,000 in a day, and placed, tightly sealed, in a sterilizing kettle at 240 degrees Fahrenheit. Then another machine attaches the labels at the rate of 90,000 cans daily. No meats are handled in warm weather, but even in fly-time the factory is free from winged things. A fly scarcely has his inquisitive head in one of the windows ere the big ventilating fans have blown him down two blocks away through the rooms and out of an opposite window. All the odors, mostly savory, go out in this way too, so it is remarked in Camden that while the odor of soup is strong at the ferry, workers in the factory seldom smell it unless near the kettles. As for things that creep, modern methods of food manufacture have made many improvements upon

mother's old-fashioned kitchen. Mother's kitchen was clean theoretically, but a place like the Campbell Soup factory is almost surgically clean.

"You see these cement floors," observed Mr. Frailey during a tour of the plant. "Well, every day, or twice a day if necessary, they are flushed with the hose. Now, when I tell you that we seldom see a cockroach in here it will probably impress you, for in thousands of home kitchens where dainty women preside it is thought no shame to harbor cockroaches, which are regarded as inevitable. But we are so finicky on this point that five years ago we offered our employees \$2 apiece for cockroaches found inside the factory. I don't believe we've paid bounty on a single one in two years."

JAS. H. COLLINS.

A FOLDER from the Remington Typewriter Company, New York, shows the Remington polychrome ribbons in natural colors, with suggestions for using the colors in correspondence, billing, card filing, etc. Live information, therefore good advertising.

Time for Work.

The vacation times are now at an end, and everything points to our having a busy fall and winter season. This is your opportunity to send for a copy of my price list and specimen book, and at your leisure figure out the difference between my prices and what you paid for inks on credit. If you are a fair-sized consumer, I am willing to wager from a cigar to a tall hat, that if you were dealing with me since the first of the year, you would have saved enough to give yourself and family a nice vacation at the sea-shore or in the mountains. All I ask is a trial order, and after trying the goods, if you feel dissatisfied with your bargain, I stand ready to refund your money and reimburse you for all transportation charges.

ADDRESS

PRINTERS INK JONSON,

17 Spruce Street,

NEW YORK.

BILLBOARD ADVERTISING

*by the outdoor advertising department of the
Ben B. Hampton Co., 7 West 22nd St., New York.*

It is only fair to state that the illustrations of these posters are merely tracings from photographs of the originals, and cannot be regarded as doing them justice; it would be impossible to do any poster justice in black-and-white reproduction.

The purpose of a poster is first and finally to sell goods.

That statement is hardly new or original enough to be copyrightable, but it seems to be mighty easy for the average advertising manager to lose all his commer-

part in persuading the reluctant hand to go down into the tight pocket and bring up legal-tender. Swapping merchandise for cash is a sore, hard thing for the salesman to do *in person*. If you don't realize it, just go yourself to a stranger—or even to an acquaintance—and offer him a house, or a horse, or a typewriter, or even a big red apple, and try to get him to pay you good, hard, unmistakable money for it.

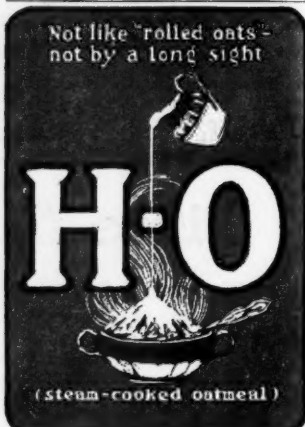
In putting out a profitable poster, you must pretty near pass



cial consciousness at times in a blind intentness on color-combinations or word-sounds.

It is safest to bear in mind one vital fact when laying out a poster campaign and during every stage in the preparation of sketches: It is too easy to assume that the casual passer-by is already somewhat interested in the article advertised, or at least somewhat informed about its nature or its qualities.

The poster—like any other unit in the sales force—should be employed and compelled to do its



out your wares with one hand and hold out the other for the money.

If you want to see a plain example of a good idea gone wrong—and put out by a concern which, judging from its past work, knows exactly what a good idea is—note this Nestlé's Milk Poster:

The successful merchants who control Nestlé's Milk knew well enough what this poster ought to do. They knew it ought to show a picture of the articles they were offering—the premiums—and so they had them drawn in correct

proportion to the grocer and his customer. But they lost sight of the fact that when thrown up large there would be more people than premiums in the picture. The people take up so much of the design that the spoons might be a pair of gloves and the coupons might be *anything*.

The wording barely *saves* this poster from complete uselessness. The words stand out in *spite* of the picture; whereas the wording should derive focus *from* the picture.

The "H-O" poster is an opposite example. In the most hurried glance you cannot fail to at least see these two letters "H-O." The scheme of the designer was evi-

interested, as perhaps one in fifty might do, you would then discover the little *reason* why "H-O" is better than something else; because it is steam-cooked oatmeal, very different from ordinary "rolled oats."

The bulletin advertising for men to enlist in the United States Marine Corps may be more obvious than artistic, but you could say worse things about a poster design than to call it obvious.

This particular bulletin must have proved very attractive to the young man out of a job, the young man who always had a passion for drums and guns and brass buttons, the young man whose effervescent patriotism re-



dently to bring out the two letters whether or not anything else showed up. Couple that strong "H-O" on the posters with more explicit advertising in magazines and newspapers, and the poster must be of some help to the sales force, even if nothing but the two letters were ever seen. In a slightly less hurried glance the pitcher and the stream of cream, which are purely *incidental*, are seen as well as the letters, and you could not mistake that "H-O" is something to eat, even if you never heard of it before. The effect of an ordinary casual glance would be to make your mouth water, if you happened to be a little hungry at the time. And if you became

quires a few years of military service, and to the young man who hankers for a taste of sea life, and wants to see the world. The designer of this bulletin thoughtfully stood the happy-looking private out on a cool, sightly, fresh-airy esplanade by the sea. He is neither hot, nor dusty, nor tired, nor bored. He has an easy mind and a full tummy. His clothes fit him, and evidently his undershirt doesn't scratch him. And the whole story is right there: what it is all about and where to go to see about it.

If the United States Marine Service is as pleasant as this bulletin makes you think it is, it certainly does beat collecting over-

due bills, hustling hash in an eight-cent beanery, jackassing ash-barrels up the alley, weeding onions in the South patch, and a whole lot of laborious things like that.

The Warner Corset poster affords striking proof of the ruinous influence of a small error in balance. It is perhaps hardly fair to condemn a poster just because of one slip-up in the design—although truly in this case the one slip-up is enough to destroy the attractiveness of the entire design. It certainly does look as if the lady had tried on a pair of Bill's overalls, and the "Gee, Mame!"



expression on her face seems to fit the circumstance. It is all because the artist made the skirt below the corset show very dark, and the garments that appear above the corset very white and filmy; there is no contrast at all at the top of the corset to balance the great contrast below.

Aside from this error in balance, the somewhat uncomfortable expression on the lady's face, and the rather jumbled effect of cathedral windows in what ought to be the background, the poster has considerable merit. As a dramatic critic might plagiarize and say, "All except Hamlet, the tragedy was well played."

Publicitous Advertising

is in its infancy.

Mere Publicity

is mistaken for

Good Advertising.

Few publishers do

Real Advertising.

Solicitors, Specials, Costly Printing and Postage are wasted on Peddling White Space by alternate boasting and whining, bluffing and wheedling; and, when all else fails, by Circulation "Claims," many based on

Fabricated Figures

and

Far-fetched Facts.

Incidentally fortunes are squandered on "schemes" to buy "Subscribers" who refuse to stay bought. Rarely even a spasmodic attempt, let alone a con- and persistent campaign of Advertising for Ads. Why not try

Promotional Advertising

E. W. KRACKOWIZER

Care of PRINTERS' INK

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

The advertisement marked No. 1 is a British effort, based upon an excellent idea. The story the advertisement tells is that "Seccotine will hold in place the dome of St. Paul's or mount sections of the microscope." This is certainly an interesting way of putting it and illustrates impressively the wide scope of the usefulness of the article advertised. The trouble with this advertisement is that the argument is cut up into sections of black and white and presents

and it sometimes seems as if the space were wasted, as the pictures in themselves are unattractive and seem to show no points of superiority over or difference from other articles of the same kind. It is frequently the case, though, that there are details in such pictures which the layman does not grasp, but which tell the story to the manufacturer who uses the machinery in question. It is, therefore, not always safe to say that a certain illustration might

TUBES 6D BREAKAGES 6D
 LARGE OR SMALL
 MENDED WITH

SECCOTINE

NEVER BREAK AGAIN.

Seccotine will hold in its place the DOME of ST PAUL'S OR mount Sections for the MICROSCOPE.

SEND FOR SMALL FREE SAMPLE

M'CAW, STEVENSON & ORR, Ltd.,
 BELFAST AND LONDON.

No. 1

SECCOTINE



No. 2

anything but a pleasing appearance. In No. 2 the same idea is illustrated in a much neater and more effective manner and plenty of room is left to set the text up in clear, readable type.

* * *

The use of illustrations showing exact pictures of the article advertised is conceded to be wise in most cases. In trade paper advertising illustrations of this character are used most profusely,

as well be left out, for it may tell a story which is not apparent to the layman. In this class of advertising, however, there is apparently one good kind and one poor kind, and examples of both are shown herewith. The Coes wrench ad occupies a full page in a publication whose type measure is about 5x7. This gives in the original advertisement a clear and excellent picture of the wrench itself—a picture which impresses

even one who has no particular use for wrenches with the sturdy strength and mechanical perfection of a Coes wrench. The other advertisement—that of Penberthy



When it Comes Right Down to Good, Strong, well made Wrenches There's Nothing Like Coes' "Knife-Handle"

This wrench, as you know, has the value of **STABILITY**. It is a wrench and more of you know where to find it. Coes makes two wrenches—the Coes "Knife-Handle" Wrench and the Coes "Steel Handle" Wrench. Each wrench is made for special service, and each like the other service, reliable. Coes "Knife-Handle" Wrench is **THE** wrench for all ordinary use and its adoption by the best shops proves its superiority. It is a wrench of few parts, simple and compact—the handle is the handle of hard wood, mechanically secured at each end and reinforced at the center by a strong, steel cross-spring, an essential part of the wrench. This Wrench has a standard steel bar and steel handle in the handle, steel handle, steel bar and steel key, and is so thoroughly and accurately constructed that when the key is turned it is always ready for more work. The handle is made of the best material—every part of the time.

Coes wrenches are made good, but it's the **QUALITY** that counts. Ask for it by name. Coes Wrench Co., Worcester, Mass.

Coes Wrench Co.,
WORCESTER, MASS.
For sale by **BARRELL, WELLS & CO.,**
HUTCHinson, PORTLAND, PORTLAND

pumps and injectors—occupied a half page in the same periodical and is little, if any, better than worthless. Pictures of four different appliances or devices are shown and each is so small that it must be meaningless even to the engineer who knows all about such things. It would have been much better to show the picture of one of these appliances and give it room enough to show off

The Big  For Every Engineer

PENBERTHY

A GUARANTEE OF EXCELLENCE
No Better Design, No Cheaper
No More Delay
Simple, Reliable, Durable, Economical

its good points. Another bad thing about this advertisement is the poor balance between the black and white and the consequent confusion of the text. A comparison of these two advertisements, even in their reduced form here, is an excellent lesson

in the right and wrong use of trade paper space. Trade paper advertising has improved tremendously in the last ten years, as manufacturers are learning that it can produce actual results if intelligently handled. The old idea was that it was the duty of the manufacturer to advertise in his trade paper because it was the organ of his trade and he ought to contribute to it. It was not supposed to do him any particular good, so he paid little, if any, attention to the copy he ran. The up-to-date manufacturer of today realizes the importance and value of space in his trade papers and exercises good judgment in the preparation of his copy.

This advertisement of the Lake Shore 18 hour service between



Like a Shot
out of a gun

I LIKE A SHOT OUT OF A GUN gun. And the "20th Century Limited" on the Lake Shore is the most attractive between Chicago and New York. The appliances, speed, performance, these trains may really be looked to as of these is a guarantee shot out of the gun of the great city.

To the Chicago and New York service, there is a gun in the service, and that is the reason why it is so much more of a shot with his business men than those that he had simply had the day for him.

Running in other days has been limited in the very heart of the business district, the hours of departure from and arrival at both Chicago and New York are adjusted so as to afford an entire day for the business before departure and an entire day for the business after arrival.

There is no other service in the world that has the same development of facilities in equipment and service as the "20th Century Limited" and although covered distances at a constant speed of about 60 miles per hour, the time of travel is only 18 hours.

Chicago and New York are the only two cities in the world that have a direct line of travel between them, and the "20th Century Limited" is the only train that runs between them.

CHICAGO AND NEW YORK

"Twentieth Century Limited"

Lake Shore
New York Central

18 Hour Service

Chicago, daily 5:30 pm
New York, daily 5:30 am
Chicago, daily 5:30 am
New York, daily 5:30 pm

Official comfortable fast service runs in America
A. A. Smith, General Agent

Chicago and New York is striking, but of doubtful value. The idea of being shot out of a gun in Chicago and landing plump into the Grand Central Station in New York may be thrilling but is not tempting. Being shot out of a gun is more than risky—it is extra hazardous. The projectile not only spoils what it hits but gets all muddled up itself and is never fit to use twice. This advertisement is more suggestive of accident and death than of comfort and convenience.

BUSINESS AND STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Editor Business and Store Management, Printers' Ink Publishing Co., 10 Spruce St., New York.

Whatever may be said of the "open door" policy for a country, it is a mighty good one for a store. No matter how big and imposing an array of windows a store may have, a low, narrow entrance is pretty sure to convey an unfavorable impression—to suggest that, in spite of the attractive windows, not many care to pass that way. Tell people, in the newspapers, where to find you, stop them with your windows, let the windows lead them around to a wide, hospitable-looking doorway through which still other displays may be seen and they'll enter almost involuntarily. You will readily recall the time when hardly a store outside the large cities could be entered without going up a step or two. Finally it would occur to some merchant, perhaps after a visit to the city, that it would be an innovation in local merchandising and an advertisement in itself to have his store floor on a level with the sidewalk, and his window somewhat below the chin level of the passer-by. After the change was made he wondered why he hadn't made it before; and gradually brother merchants, seeing its advantages, followed suit. A narrow doorway, or a wide one half filled with goods, is not very inviting, especially if all the available space is filled by people coming out. It conveys an idea of cheapness and mediocrity. I noticed in a stroll up Sixth ave., this city, the other day, the store of T. Kelly, a furniture dealer—263 was the number, I think. I noticed it because its front was so different from all the rest. It was wide open—no door at all—and one could almost be in the store without being off the street. The effort was very much as though the entire front of the store had been torn out, only there was no litter about.

There were no windows, nothing that looked like windows—just two long lines of restful and useful looking furniture, running from the very sidewalk to the back of the store, with a wide aisle between and mirrors at the back to exaggerate the display. This wouldn't do for all kinds of stores, it might not be just the thing for all furniture stores; but I guess it's a good thing for Mr. Kelly, for I now remember having noticed it several years ago. At any rate, a store floor should be on a level with the street, and the window floor not more than knee high, except for small articles like jewelry.

* * *

The best window display is one in which the goods themselves are so attractively or unusually arranged as to command attention. A nice outfit of puppies or kittens would be all right if you were selling dog cakes, flea exterminators or cat meat, but, if it happens that you are not handling such things the animal exhibits should be few and far between, because instead of suggesting anything in connection with your goods the "cute little things" will distract attention from them, and, strange as it may seem, there are people who have an aversion for dogs and cats. Give your goods the first chance, always; that's what your windows are for. But, if you can get some movement in the window as well, by all means do so, for even a little thing that moves is much more likely to attract the eye than a big thing without movement.

* * *

I was reminded, the other day, of the possibilities of the electric fan in show windows, by seeing in one of the windows of a Woolworth Five and Ten Cent Store, on Fourteenth street, this

city, a lot of toy balloons apparently trying to break the glass and get out. With the instinct of a Sherlock Holmes I almost instantly divined the cause, and my deductions were proven correct when, on a closer inspection, I discovered an electric fan at the back of the window. The uneasy balloons against the glass were intended to sell other balloons not yet inflated and lying in and out of neat little envelopes covering the bottom of the window, together with the small tubes for "blowing them up" and strings for tying them. A card in the window stated that they were five cents each, and inside the store a girl was having all she could do to pass them out and take the nickels.

The electric fan can be used in a similar way in handkerchief or flag windows, partially concealed by handkerchiefs or flags fastened at one side to the supports on the fan, with other handkerchiefs or flags tastefully arranged all around it. It will keep the fabric constantly in motion and is sure to attract attention. There are dozens of other window uses for the electric fan that will occur to you if you give the matter a little thought. But keep in mind the fact that you are trying to sell your goods and don't let them become a side show or merely incidental.

* * *

I never saw cigars so cleverly handled in show windows as they are at the United Cigar Store Co.'s big store in the Flatiron building—window after window, up Broadway and down Fifth avenue, and every window distinctly and strikingly different from the rest. Cigars in one window, smoking tobacco in another, pipes in another and so on. A few days ago, the largest window, which is the point of the "Flatiron," was dressed in imitation of a camping scene. There was a large and handsome canoe in the center, with oars and fishing tackle appropriately arranged, while farther back was a white tent with guns leaning against it, a

patent camp stove in front of it, and the usual surroundings. Just inside the tent, on a table and in plain sight, was a nice assortment of cigars, the boxes being disposed with the carelessness of a true camper, some closed, some open just enough to show the cigars and their attractive bands. Now, there was a cigar window in which other things than cigars predominated—but the connection was there, to any smoker, and to him the cigars were perhaps the most conspicuous. It would have been just as good or better for a sporting goods window. Such a scheme can be duplicated most anywhere by borrowing the necessary accessories from a dealer, who will be glad to loan them, as, no doubt, the Siegel-Cooper Co. was in this case, for the advertisement on a card stating by whose courtesy they were displayed.

* * *

When you find yourself at the tail end of a season with goods on hand that are likely to be out of style, or for some other reason unsalable with the coming of another season, it is often a good idea to disregard their cost and dispose of them in a way that will create a sensation, with the consequent free advertising. It gets new faces to look over your counter. It brings old familiar ones back again for another look. It impresses your store, its location and what it sells, on the memory of a great many people and suggests a strong probability of other bargains on other days for those who pass that way. The matter below, a paid ad printed in reading matter form in a recent issue of the *New York Evening Sun*, shows how an enterprising clothier and haberdasher of this city created a good deal of excitement and favorable talk, probably at comparatively small expense considering the publicity it gave him:

THE LAMBERT STORE.

Exciting Scene When Straw Hats Were Given Away.

Cortlandt street from Church street to West street was in an excited state of mind yesterday from 11 to 12.30

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o'clock. It has been the custom of the Lambert clothing and gentlemen's furnishing store, at this time of the year, to get rid of all its surplus straw hats. There were 1,500 unsold straw hats in the store yesterday morning. A few of them were placed in a small glass case in front bearing a sign which read: "Any straw hat in the store for 10 cents." Promptly at 11 o'clock this extraordinary sale began. In less than five minutes the spacious store was thronged, and it was found necessary to summon the reserves from Church street police station. At 12 o'clock the sale was suspended. Every man inside the store at that time was allowed to select a straw hat and to leave without paying for it. The clerks stood at the entrance of the store and threw the straw hats remaining into the crowd, which packed the street to such an extent that all traffic was suspended. It was long after 1 o'clock before Cortlandt street resumed its normal aspect.

In a smaller town, a smaller merchant can get even more out of such a scheme with a smaller number of hats, and, consequently, at a much smaller cost. In a smaller town the newspapers will treat it as a matter of news. If the merchant is an advertiser and knows his business, an occurrence of this kind ought to be good for five or six inches of space in a part of the paper where he couldn't buy space at any price. There are many articles which lend themselves very readily to this idea—things of which a great many are sold during their season at a good profit, and which, because of that and their low cost can be slaughtered or practically given away at the end of the season and still show a very respectable average profit. Mind you, I do not advocate continued selling without profit, all along the line, but when there is something to be gotten rid of whose room is of more value than its company, don't make any measly little ten per cent or twenty per cent cuts and expect people to enthuse. Make a cut that will stop everything and everybody before your door, and get some good advertising out of it.

* * *

The store that's on "the wrong side" can do many little things to attract attention and business to itself—can offer little conveniences that cost little or nothing and that,

if offered at the right time and in the right spirit, will be gladly accepted and highly appreciated. For instance, I was walking, yesterday, down what I take to be the "right side" of Cookman ave, Asbury Park's main business street. I was as "dry" as Asbury Park is supposed to be, but preferred plain aqua to soda water, which is the only thing on tap here to those who are not acquainted. I was "rubbing" across the street for anything that might be of interest to those who read this department, when, just in front of Mr. Joe Cerf's general store, I espied an attractive, cold-looking water cooler, bearing a warm invitation to have some ice water on Mr. Cerf, and promptly crossed to the "wrong side" to accept. Now in that particular case, it didn't do Mr. Cerf a cent's worth of good, but I'll gamble that, directly or indirectly, that water cooler scheme brings in a "quarter" for every cent it costs. Mr. Cerf is the kind of a merchant who, in the winter, puts a card in his window asking people to "Come in and get warm," and who knows enough to know that such invitations, even when unaccepted, help some. Neither of these ideas are new, but both are good enough for anybody to use, anywhere, and the man who puts in a little time in thinking what he can do to bring more profit through indirect advertising can think of plenty of just such schemes that can be used at no greater cost.

TO GET THE WORKING MAN'S SAVINGS ACCOUNT.

Under the title, "Open Saturday Evenings," the Nineteenth Ward bank of Third avenue and Fifty-seventh street issues the following congenial announcement:

"To accommodate you we have decided to open the bank Saturday evenings. The cashier will be at leisure to talk matters over with you, and we invite you to come in and see us, whether you have an account here or not. You feel perfectly free to go to a dry goods store or a grocery store. We want you to feel just as free to come to us."

Its assurance is probably due to the fact that Fifty-ninth street is a great place of trade, to whom a bank on Saturday night would be quite an aid to merchants.—*Advertising.*

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

DECATUR LAND, LOAN AND ABSTRACT
COMPANY,

DECATUR, TEXAS.

Editor Ready Made Department:

DEAR SIR—Find inclosed a couple of copies of an ad we are running in our county papers, showing two different ways in which it is "set up."

As you are well aware an Abstract ad and a Real Estate are very hard to get out of the rut with. Very few new features present themselves to get up a new ad. Having the publicity part of the above firm to look after I am always on the lookout for new material for an ad. In tearing my hair for some idea to base an ad on it occurred to me to see how many tax suits were on file against lands in the county. I found 1,069. This gave me the very idea that I wanted.

We get a copy of PRINTERS' INK each week, through our Mr. J. P. Hayter, and if you could see how eagerly I scan every page of it, getting all that I can out of it (which is immense) you would readily understand how much I think of the Little Schoolmaster.

If you think that the inclosed ad would assist any of your real estate and Abstract readers I would be very glad if you published it.

I like the "Ready Made Ads" more than the other features of your valued publication.

Yours truly,

J. H. CATES.

This is a happy idea for an abstract ad; it not only shows that a great many property owners are in need of such service as this company offers, to determine whether they are property owner or not, but it tells what an abstract is and gives some idea as to its cost, the last being an important point which I have never seen before in an ad of this kind. Lots of people are prevented from buying a thing or a service that they ought to have through a wrong idea of its cost, many of them will never take the trouble to inquire about it, and that is why the price or the price range should be printed unless it is a high one. A newspaper ad of this sort is doubly effective because it appeals not only to the man of the house but also to the wife and the children who, through his death, might be confronted by a very

knotty and serious problem involving their only resource. The only criticism that seems worth while concerns the displayed head, which in my opinion would be more effective if it read like this: "There are 1,069 disputed titles in Wise County." No doubt a similar condition in other localities will enable other abstract men to make profitable use of this idea. PRINTERS' INK appreciates the thoughtfulness which prompted Mr. Cates to send it in:

1,069.

Wise County has a few less than 1,450 surveys within its borders. Scattered through these surveys are 1,069 bad titles. We absolutely know that there are that many. Now then, lay down this paper and ask yourself this question: Is my home one of these 1,069? If you don't know, positively, wouldn't it be good business judgment for you to find out? You are, of course, just as liable to die as anybody else. If you were to drop off could your wife and babies straighten your title? They wouldn't know what to do. They would just have to depend on what some one else told them. Would it not be common, horse sense to have us examine the records and make you an abstract? One that will show you right down to the last deed how your title is. Abstracts are not so expensive. They average in price from \$12.50 to \$15. It is worth that to you to be sure that your home is safe, your title perfect and your loved ones protected? Think of the toil and sweat that it cost you to get that home. Then think of the 1,069. Are you one of them.

THE DECATUR LAND, LOAN &
ABSTRACT CO.,

J. P. Hayter, Manager.
Decatur, Texas

A Very Timely One From the Washington (D. C.) Star.

White Brandy for Brandyng Peaches

65c. qt. \$2.50 gal.

You invite success at brandying peaches when you use such a brandy as this. It has shown itself to give just the right tone to the preserve.

TO-KALON WINE CO.,
614 14th st., Phone M. 998.
Washington, D. C.

I Think This One Would Have Hit the Engineer Quicker and Harder if It Had Shown a Cut of the Detroit Lubricator, for Instance, With a Brief Description, Then Mentioned the Other Things In Small Type at the Bottom. This Would Have Attracted the Eye of the Engineer at Once, Where "Our East Window" May Not Touch Him At All. From the Arizona Republican, Phoenix, Ariz.

Our East Window

Offers many suggestions for the engineer. There may be seen lubricators—The Detroit; Injectors, The U. S.; Grease Cups, The Moon; Oil Cups, Steam Gauges, Glass Oilers, Glass Water Gauges, Gauge Cocks, Fusible Plugs, Brass Oiler Sets, etc. Then we also handle the Auto-Spark-er. If you have any battery troubles it will pay you to investigate this method of ignition. No belts, no batteries, connected directly with the fly-wheel.

If you will call at the store or write us, we will be glad to furnish you with literature and information on any of the above fittings.

EZRA W. THAYER,
127-133 E. Adams St.
124-126 E. Washington St.
Phoenix, Ariz.

A Laundry Ad From the Peoria (Ill.) Star.

Gee! It's Hot!

Hot weather!
Clothes are stuffy and sweaty!

They're also full of wrinkles—it's a way clothes have in such weather.

This is caused in part by the lightness of the garments.

But whatever the cause—here's the cure:

Call up Main 1926, either 'phone. We will then call for and return your clothes fresh and clean, free from wrinkles and soil. Give them whatever treatment they need and you know "Our Work is Superior."

As for charges—hundreds of satisfied customers say they are most reasonable.

May we look for a trial order?

MEYERS BROS.,
Steam Dye Works,
Cor. Hamilton and Monroe
Streets,
Both 'Phones Main 1926.
Peoria, Ill.

A Headline That's Pretty Sure to Get Attention, Especially From Those Who Have Recently Been "Visited." From the St. Joseph (Mo.) Gazette.

After The Stork's Visit

the most acceptable visitor to the convalescent is a case of Sterling Beer. Order today. Both 'Phones 168.

ST. JOSEPH BREWING COMPANY.

St. Joseph, Mo.

Jenkins Talks as Well About Talking Machines as About Pianos. From the Kansas City Times.

Don't Buy a "Screecho-
phone."

Get a "Victor" or an "Edison"

People whose experience with "Talking Machines" has been confined to the various "Screechophones" and "Scratchophones" with which the market is flooded, have no conception whatever of the possibilities of the genuine machines made by the Victor and Edison companies. The poorly constructed imitations so freely advertised "screech" and "scratch" so horribly that they set one's nerves on edge and are an unbearable nuisance and a delusion at any price.

There is only one genuine, satisfying talking machine, "The Victor," and only one Phonograph, "The Edison." They produce music and sound without scratch or vibrations. They have become organized features of home entertainment. Either of them supplies a continuous programme of music, song and recitations—the great military bands, the famous orchestras, celebrated singers, eminent instrumentalists, talented elocutionists; in fact, the world's best talent is at your command, and all reproduced with perfect faithfulness to the original. And these kings of the talking machine world cost no more than the imitations.

Price of Victor, \$15 to \$100.

Price of Edison, \$10 to \$50.

\$1 down, \$1 a week.

Largest stock of cylinder and disc records in the West.

THE J. W. JENKINS'
SONS MUSIC CO.,
1013-1015 Walnut St.

CHARLES ROSS, Advertising,
211 Fifth Avenue,
McKeesport, Penn.

Editor Ready Made Department:

DEAR SIR—May I be further benefitted by PRINTERS' INK in the receipt of the text of the entire year's series of the birthstone verses?

I am anxious to obtain these for a jeweler client, as they are, so far, much better than any others.

Yours very truly,
CHARLES ROSS.

Here they are, Mr. Ross, and if you'd like to see how another jeweler has made excellent use of them, write to Henry Birks & Sons, Montreal, Canada, for their booklet "Birth-Month Stones."

JANUARY.

By those who in this month are born
No gems save Garnets should be worn:
They will ensure you constancy,
True friendship and fidelity.

FEBRUARY

The February born will find
Sincerity and peace of mind—
Freedom from passion and from care,
If they the Amethyst will wear.

MARCH.

Who on this world of ours their eyes
In March first open shall be wise,
In days of peril firm and brave
And wear a Bloodstone to their grave.

APRIL.

Those who in April date their years,
Diamonds should wear, lest bitter tears
For vain repentance flow. This stone
Emblem of innocence is known.

MAY.

Who first beholds the light of day
In Spring's sweet flowery month of
May,
And wears an Emerald all her life
Shall be a loved and happy wife.

JUNE.

Who comes with Summer to this Earth
And owes to June her day of birth,
With ring of Agate on her hand
Can health, wealth and peace command.

JULY.

The glowing Ruby should adorn
Those who in warm July are born;
Thus will they be exempt and free
From love's doubts and anxiety.

AUGUST.

Wear a Sardonyx, or for thee
No conjugal felicity;
The August born without this stone
'Tis said "Must live unloved alone."

SEPTEMBER.

A maiden born when Autumn's leaves
Are rustling in September's breeze,
A Sapphire on her brow should bind;
'Twill cure diseases of the mind.

OCTOBER.

October's child is born for woe,
And life's vicissitudes must know;
But lay an Opal on her breast
And hope will lull the woes to rest.

NOVEMBER.

Who first comes to this world below
With dull November's fog and snow,
Should prize the Topaz' amber hue;
Emblem of friends and lovers true.

DECEMBER.

If cold December gave you birth,
The month of snow, and ice, and mirth,
Place on your hand a Turquoise blue—
Success will bless you if you do.

*If This Ad From the Leavenworth
(Kan.) Times Doesn't Sell Cement,
There Must be Something the Matter
With the Cement or the People of
Leavenworth.*

What a Little Cement Will Do

Repair the cellar floor,
the sidewalk, cistern, well
curb, top of the chimney,
brick walls or stone walls.
Many of us have numerous
small but needed repairs
about our property, a little
cement would quickly mend.
Let's get a little good fresh
cement—it won't cost much
—and attend to these re-
pairs now. No matter how
little—or how much—you re-
quire we want to sell it to
you.

Our high grade Portland
cement of great durability
and strength, per $\frac{1}{4}$ bbl.
sack, 75c.
10c. allowance for sack
when returned.

Small amounts 1c. lb.

A. M. GEIGER,
Opposite Hay Market,
Leavenworth, Kan.

*A Seasonable One from the Attica
(Ind.) Daily Ledger.*

Pure Cider Vinegar

Guaranteed to keep pickles
crisp for a year. \$100 for
any adulteration found in
this vinegar. 20c. the gal-
lon. Jelly glasses with
tops, 25c. the dozen. Glass
fruit cans all sizes. Gran-
ulated sugar, the best, 16
lbs. the dollar.

F. B. OGBORN,
Cash Grocery and Bakery.
Attica, Ind.

*An Informative Ad for Fire Insurance,
From the Rockland County Leader,
Spring Valley, N. Y.*

Farm Insurance!

It is a well known fact that very few insurance companies will write Farm Insurance at any price. The reason is simply this: The amount of income from farm risks is much less than the out-go. Farm fires once started are seldom checked, and the losses are "total." The rate on Farm Insurance is not as much comparatively as that upon other kinds of insurance. If you are in need of Fire, Lightning or Tornado Insurance let me hear from you. I have two large companies who are still accepting farm risks where the buildings are in good condition. Now is the time.

\$500 Wanted on Mortgage.

W. PARKER SMITH,
Real Estate and Insurance,
Spring Valley, N. Y.

*This One from the Binghamton (N. Y.)
Press Ought to Find a Ready Re-
sponse.*

Mothers

How many times do you plan some way to provide amusement for your children in order to keep them home? Try some of our nice clean white sand.

4 Bushe's, \$1; 2 bushels, 50c. Delivered.

BINGHAMTON GLASS
COMPANY,
32 Crandall St.,
Binghamton, N. Y.

*A Good Idea. From the Binghamton
(N. Y.) Leader.*

Use Your Kitchen Boiler As A Radiator

Dispense with your coal range entirely—connect your furnace with your hot water tank—enjoy an unlimited supply of hot water throughout the winter and cook with gas the year around.

BINGHAMTON GAS
WORKS,
Binghamton, N. Y.

*A Good Bid for Business. From the
Lynn (Mass.) Evening Item.*

Upholstery Art

There's an art in the make-up of fine upholstering. The points most essential to successful results are the little details of finish which produce the artistic effects.

These are hard to define, but at once noticeable. Without them all suggestion of style and comfort is lost: with them every demand is satisfied—they give the work its character.

Permit us to figure on your next order for upholstering, and give suggestions, if possible, for its betterment.

Estimates free.

HILL, WELCH & CO.
Munroe St. Oxford St.
Lynn, Mass.

*A Very Good One from the Memphis
(Tenn.) Commercial Appeal; But If
Prices Are Low Now, Why Not Say
Just How Low?*

It Makes No Difference What Your Coal Bill Was

Whatever your coal bill was last winter it will be 1-5 less next winter if we can show you the wisdom of buying your coal now while the prices are low. Telephone for one of our men.

McLAUGHLIN COAL &
GRAIN CO.

Both Phones 490.
Memphis, Tenn.

*At Last That Old, Familiar Cry Is
Turned to Account in Advertising,
and a Most Appropriate Headline It
Makes for an Auto Supplies Ad.*

"Get a Horse"

ought to be robbed of some of its taunting terrors if you give due heed to this list of auto supplies and remember that we are headquarters.

Auto Supplies: •

(Here followed a long list of auto supplies.)

DANBURY HARDWARE
COMPANY,

Andrews Block, Main St.,
Danbury, Conn.

"Salesmanship-on-Paper"

What is It?

MR. ADVERTISER!

The War is now on! That War is between "General Publicity" and "Reason-Why" Advertising, as developed into its Lord & Thomas stage of "Salesmanship-on-Paper."

There's plenty of Intrigue on foot, too, by those who haven't a foot to stand on in this Merry War.

Surprising how many Advertising Agencies, and Persons, now claim the origination of this Revolution in Advertising!

Some of them say they "have been writing that 'Reason-Why' kind of Copy for years!"

When asked to define what they mean by "Reason-Why" Copy, they say—"Oh, that underscoring and italicizing of words in the type-setting."

Did you get that,—Reader?

Their conception of "Reason-Why" and "Salesmanship-on-Paper" is limited to the mere underscoring and italicizing which they have seen used in current examples of it.

In their opinion the mere accent on certain words, in a sentence, constitutes "Reason-Why," even though the sentence be devoid of reasoning.

So they say, truly enough, that they "have written that 'Reason-Why' kind of copy (according to their conception of it) years and years ago."

Granted,—They have supplied the husk without the kernel of "Reason-Why"—the shadow without the substance of Salesmanship-on-Paper.

Yea, and they are still supplying it to Advertisers who are "easy" enough to "accept the will for the deed" from those incapable of producing real "Reason-Why" Advertising.

Now, Mr. Advertiser,—let us accent this—

"Reason-Why" Copy is *not* merely a stringing together of words, with here and there an underscore, or an italicizing.

True "Reason-Why" Copy is Logic, plus persuasion, plus conviction, all woven into a certain simplicity of thought—pre-digested for the average mind, so that it is easier to understand than to misunderstand it.

When this is written into the every-day language of the People, so that a Child could interpret its full meaning without mental effort, it then becomes what we call our—

"SALESMANSHIP-ON-PAPER."

But, that self-explanatory term, viz., Salesmanship-on-Paper, has aroused the jealousy of another Class of strategists in the War.

There be People who think they have a Copyright on the word "Salesmanship"—and who grudge anyone else the right to use it.

These Narrow People must therefore get busy to willfully misinterpret the motive of "Salesmanship-on-Paper."

They must needs rush into print with the statement that it means this—

"Give your account to Lord & Thomas, dismiss your Salesmen, and we will force the Retailer to stock up on your goods whether he will or no."

What generous motive inspired that interpretation of Salesmanship-on-Paper,—think you?

Well, it is the same sort of motive as inspired that other carefully circulated, and equally ridiculous, Rumor, viz.:

"Lord & Thomas are advising all General Advertisers to go into the 'Mail Order Business.'"

Now, Mr. Advertiser!

We have done more Advertising, at our own expense, for our own business, than any other Advertising Agency in America, or perhaps in the world.

(That is surely a vivid proof that we believe in our own kind of Advertising, because we find it pays.)

Look those advertised statements of ours over, from first to last.

If you, or the would-be Translators, can find in them a single sentence which could reasonably be interpreted as "advising General Advertisers to go into the Mail Order business" we will pay you the cost of that advertisement, in all the magazines used.

If you, or they, can point out a single sentence which even suggests that the Advertisers "dismiss their Salesmen," or that we "force the Retailer to carry your goods whether he will or no," then we'll pay you the cost of the whole campaign, (viz., \$43,000.00 as spent in four months).

And, if we have never even suggested such things in our Advertising, don't you think the People who makes such malicious statements will stand a little watching, on other statements they are likely to make with similar intent?

* * *

Of course, we were prepared to expect such tactics—

A campaign so aggressive as ours against that Gold-brick of Advertising called "General Publicity" had to be fought in some assassinating manner by those who deal in that inexpensive, and to them profitable commodity.

Because, the Sponsors of "General Publicity" dare not openly, and frankly, compete with our "Salesmanship-on-Paper" on the Tests for Results which we have defined, for that very purpose, in our "Book of Advertising Tests."

But they can quietly, and confidentially, "knock" where they find the demand for our "Salesmanship-on-Paper" growing.

And they can "Rumorize," Misinterpret, and Twist the meaning of our Campaign, to those who have not yet read our "Book of Advertising Tests."

However, there's a destiny which invariably sends all Hogs to a Killing.

And, the "General Publicity" Dealers who want all the profit there is in Adver-

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tising for themselves, leaving little for their Clients, are sooner or later coming up against the Test for Results we have prepared for them in our "Book of Advertising Tests."

That will be their Waterloo!

Then, the difference in *Earning Power* (for the Man who pays the Bills) between Cheap and Catchy "General Publicity" and our own costly, because carefully studied, "Salesmanship-on-Paper" will be painfully apparent.

Meantime, Mr. Advertiser, you will do well to accept our interpretation of what we mean by "Reason-Why" and "Salesmanship-on-Paper."

* * *

This is what we mean by "Reason-Why" and "Salesmanship-on-Paper:"

First—We base our judgment of both Copy and Mediums not upon Opinions, nor on Guess-work, but upon the absolute Evidence afforded by our "Record of Results," which is clearly explained in our "Book of Advertising Tests."

Second—We do not advise, and never have advised, General Advertisers to go into Mail Order business.

But we repeat, and affirm, that all Copy for "General Advertising" should possess as much positive *Selling-force*,—Reasoning, and Conviction,—to sell goods to Consumers, through Retailers, (against substitution) as it would need to sell goods direct to Consumers by mail.

Third—We claim that the Space used with "General Publicity" copy to merely "Keep the name before the People" can be used, at the same cost, to do all that and create, in addition, a positive *purchasing Impulse* in the mind of the Readers, which will result in actual Sales of the Goods advertised.

Fourth—We contend that the only feasible way to prevent substitution, on the part of the Retailer, is to convince Consumers, in advance, through "Reason-Why" and "Salesmanship-on-Paper," before they ask Retailers, that the goods in the advertisement are the goods he should insist upon getting for his own sake.

Fifth—We submit that this kind of advertising, viz.,—"Salesmanship-on-Paper,"—is the greatest possible help to Traveling Salesmen. Because, it creates, in advance, a market on a logical and permanent basis for the advertised goods they sell, and it makes their goods, when once introduced, "stick" with Consumers, so that Retailers can't "side-track" the demand for them with substitutes.

* * *

Our "Salesmanship-on-Paper" makes no pretense at taking the place of the Traveling Salesman, or dispensing with

his services, which we consider vitally necessary in marketing advertised goods to Retailers.

But, it does claim to tell Consumers the very things a good Salesman would want to tell them about his goods if he had the chance to talk with each one of them personally at the Retailer's Store.

And,—that's why we call it "Salesmanship-on-Paper."

Because, it tells, in print, just what the able Salesman would like to tell verbally, to Consumers, about his goods if he wanted to sell them to Consumers.

If Traveling Salesmen fully understood what the present Revolution in Advertising meant to them, they would "root" for "Salesmanship-on-Paper" at every opportunity.

Because the Traveling Salesmen are today doing practically all the work for which "General Publicity" advertising gets the credit.

If the General Publicity Advertiser has a "corking fine" season, through the able efforts of his Salesmen, the Advertising Department takes most of the credit for it.

But, if the Sales fall down, from any cause, it is the Salesmen who get the discredit of that.

So it is up to the Traveling Salesman, or the Wholesale Salesman, to choose between the kind of advertising which only claims to "Keep the Name before the People" and our "Salesmanship-on-Paper," which tells these same people, in almost his own words, why they should buy his goods, instead of buying competing kinds, or substituted kinds.

If "Salesmanship-on-Paper" is wrong, and "General Publicity" is right, why doesn't the Wholesale Salesman talk General Publicity to the Retailer himself, when he wants to sell him Goods, instead of telling the Retailer why he should buy the said goods?

Our "Salesmanship-on-Paper" is the Advance Guard of the "Salesman-on-the-Road," and the "Salesman-in-the-Warehouse."

It is his strong, and logical, Assistant, and in no sense his Competitor.

Moreover it is the strong Assistant of every Retailer who honestly means to sell the Goods the Advertiser spends his money to sell.

But, it is frankly a Foe to every substituting Retailer.

It is openly designed to checkmate his intention, which is to divert the demand Advertisers create for their own wares, to some other unadvertised article, on which he can make a larger profit.

Every Salesman-on-the-Road, or Salesman-in-the-Warehouse, should have a copy of our \$5.00 leather-bound "Book of Advertising Tests," which carries this subject further.

If he will supply us with evidence that he is a bona-fide Wholesale Salesman, we will mail him a copy free of charge, provided he writes for it before the edition is exhausted.

Any General Advertiser, or Mail Order Advertiser, can also have a copy if he writes in time.

LORD & THOMAS

Established 1873

Largest Advertising Agency in America

CHICAGO

NEW YORK

The 1905 Issue

Rowell's American Newspaper Directory is a book published annually, which gives complete information about the greatest industry in the whole world.

It is complete, succinct and practical.

Collectively the newspapers and magazines of America own more power than all the governments on earth.

In dollars and cents of capital and earnings, the business ranks with the greatest; and in importance, influence and real value, no other compares with it.

Conceive for an instant the obliteration of all the newspapers!

Imagine the discontinuance of all the magazines, and of those journals pertaining to the various trades and professions.

There are more than 23,000 different periodical publications issued in the United States.

Every county has its local weekly. Every city has its dailies. Every trade has one or more journals or magazines. Art and literature in their highest types are disseminated in the great monthly magazines and in the national weeklies.

The growth of these publications in strength and numbers has been coincident with the growth of business in America.

Newspapers and business are interdependent.

Without a dependable statistical record of publications, their growth could never have reached its present proportions, and the difficulties of the transaction of general business would be multiplied.

Not only the advertiser is interested in Rowell's American Newspaper Directory, but every considerable business house has use for it. It is supplemental to the commercial agency book and the atlas.

It is a positive necessity to the man who expends even a few thousands per year in advertising.

It is a profitable investment for the man who expends as little as five hundred dollars per year.

It is valuably suggestive to the man who spends nothing

for general advertising but who believes that "sometime" he may like to consider such a possibility.

Even to those who do not now, and never will advertise, Rowell's American Newspaper Directory is valuable for the information it contains.

The general prosperity and intelligence of any county, or any State, can be judged more quickly and accurately from a knowledge of its newspapers than from commercial reports.

A county with live newspapers is a live county and a good place to get business from.

Trade and credit are best where newspapers are best.

Rowell's American Newspaper Directory gives the name, location, date of establishment, publisher's name, size, date and frequency of issue, politics and circulation of every publication in the United States and Canada.

These are classified alphabetically by towns and States, again by character, or class, or trade.

You wish to know the leading Republican newspaper in Des Moines—turn to Iowa and to Des Moines.

You wish to know if a paper is published in a new Oklahoma town—turn to Oklahoma and the town.

You wish to see graphically how many towns in Indiana are enterprising enough to support papers of over 1,000 circulation—turn to the map of Indiana, which shows such towns and no others.

You wish information of any given line of trade, but you do not know if, or where, or by whom, there is published any journal devoted to that trade—turn to the classification by trades and get the name, place, circulation and frequency of issue.

Is there a journal of taxidermy, of photography, of iron, of mining, of stoves, coal, or hay?

The Directory will tell.

Who better than the editor of a trade paper knows the new and old things of his trade?

The Directory will let you reach him with your query.

Do you wish to judge the conditions in any given town or city? Do you wish to know what your customer is pushing and what is his competition? Do you wish to write him an intelligent letter about his local conditions?

What better than an examination of his local news-

papers containing his own and his competitor's advertising? Where will you find the names and addresses of the papers so you may secure copies?

These are a few of the uses of Rowell's American Newspaper Directory.

It should have a place in every business office where a knowledge of the general conditions of the next county, or the furthest State is desirable.

No man can spend an hour perusing its pages without acquiring a broadened vision of the country, its possibilities, and the facts and potentialities of his own business.

Rowell's American Newspaper Directory differs from other newspaper directories primarily in point of accuracy.

It was established thirty-seven years ago by Mr. Geo. P. Rowell.

Prior to its first issue, there did not exist any published list of American periodicals.

Through all of its years, the Rowell Directory has been the only one which made any serious effort to secure accurate circulation statements from publishers. Its strenuous pursuit of the facts about the number of copies actually printed has made for it many cherished enemies among those who did not wish the truth to be known.

On November 10, 1904, Rowell's American Newspaper Directory passed into the hands of the Printers' Ink Publishing Company. It is an absolutely independent publishing enterprise.

Copies of the Directory are sold only for cash. Advertising space can be secured for cash only.

This is the only Directory of which these things are true.

It is the only Directory seriously regarded by large advertisers, and even advertising agents who publish directories of their own, generally find that they must depend upon Rowell's American Newspaper Directory for real information.

Cloth and gold; over 1,500 pages. \$10 net cash, sent carriage paid upon receipt of price.

SEND ORDER AND MAKE CHECKS PAYABLE TO

CHAS. J. ZINGG, *Manager,*

10 Spruce Street (up stairs),

NEW YORK CITY.